

A JOURNAL FOR ADVERTISERS.

GEO. P. BOWELL & Co., Publishers, 10 SPROCE ST., NEW YORK.

VOL. XXIV. NEW YORK, SEPTEMBER 28, 1898. No. 13.



Thousands of traders are landed in Philadelphia every day, not counting the hundreds who cross the Delaware River by ferries from the State of New Jersey.

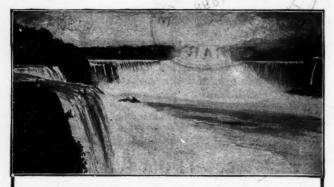
The majority of these people read

THE PHILADELPHIA RECORD

and are guided by it. LARGEST CIRCULATION

The Record Publishing Co. PHILADELPHIA.





Niagara Wastes Ten Million Horse-Power a Second.

THERE IS NO WASTE IN



It is the embodiment of advertising power, the **Bridled Niagara** of the **Newspaper World.**Concentration

of Power is the scheme of the age. There are papers
and papers and lists of papers, but in the words of one of the
greatest advertisers

There is but One "Comfort"

It is the personification of advertising power, the one paper in Nineteen Thousand that can furnish the power to carry your ad to six million readers.

All General Advertising Agents represent Comport.

W. H. GANNETT, Publisher,

AUGUSTA, MAINE.

Boston: New York:

John Hancock Building. Tribune Building.

Chicago: Marquette Building

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1993.

Vol. XXIV. NEW YORK, SEPTEMBER 28, 1898.

No. 13

POZZONI'S COMPLEXION POWDER.

ITS BIRTH AND GROWTH-OLD-STYLE ADVERTISING-AT ONE TIME NEWS-PAPERS ALONE WERE USED-NOW MAGAZINES ALMOST EXCLUSIVELY-THE METHOD OF DISTRIBUTING FACE POWDER SAMPLES - THE VALUE OF THEATER PROGRAMMES, STREET CARS AND BILLBOABDS.

One of the best known advertisers in America during the past thirty years cover the country through the newspa-

or more has been J. A. Pozzoni, of St. Louis, Mo., whose specialty is a medicated complexion powder for ladies' use. Although manufactured as far back as 1860, it was not much advertised until after the war. and a comparison between the style of advertising in those days and at the present time shows a startling and at the same time an amusing contrast.

In an interview with Mr. Charles B. Cooke, the president to-day of the J. A. Pozzoni Pharmacal Co., a PRINTERS' INK

representative learned much that was your advertising, Mr. Cooke? interesting about the advertising methods of the concern.

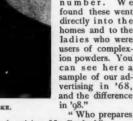
"Our principal advertising at first," began Mr. Cooke, "was done in St. Louis and vicinity, and the newspapers were used almost exclusively, for in feminine public to what we have to those days magazines were very few and comparatively unimportant. I am tions—the best art work that money speaking now of thirty-two years ago. The prices for newspaper space ruled as possible represent what we have to ow in those times, and our ads used sell. As we sell face powder, there-

to vary from three to six inches single column, display, with reading notices scattered through the paper, and an occasional write-up by the editor, for which no charge was made. were scarce at that time, and people read everything in them-ads as well as news. Our business grew rapidly, and we continued to advertise in the newspapers until the newspapers themselves outgrew our business. They became so numerous that the cost to

> pers was way out of proportion to the returns."

" Did you stop advertising when you found this out, Mr. Cooke?"

"Not at all. We merely changed the class of medium. We took up the ladies' papers and the magazines, both of which were rapidly growing in number. found these went directly into the homes and to the ladies who were users of complexion powders. You can see here a sample of our advertising in '68, and the difference



" All our ads are originated and prepared by myself, and I spend a great deal of time and thought in getting up new ideas, something that will constantly attract the attention of the say. I believe in attractive illustracan buy-illustrations that will as near



CHARLES B. COOKE.

faces-but there must accompany the illustration some good, hard argument



THE POZZONI AD IN 1867.

in favor of the article, something to convince the reader that we have just what she wants, and to this end we change our ad as often as practicable."

tistic idea communicates itself to

your business stationery?"

"Yes, our letter-heads and envelopes are all bordered with pretty half-tones of the most popular stage beauties. That in itself is quite an advertisement for us, because the envelopes wherever seen or handled are much talked of. We try to get up attractive illustrations that will catch the eye of the reader, and accompany them with a new argument in favor of our preparation."

" What is your idea in turning the face upside down in your latest advertisement, Mr. Cooke?"

"It is an old idea, but looks new in our adaptation of it. Why it is done can be best explained by this anecdote, which is an actual fact. A friend of mine came into the office a few days ago and asked me the same question that has been asked by hundreds of others, 'Why do you turn the face upside down?' I

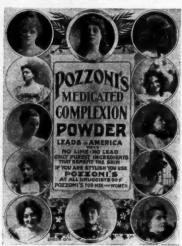
vertisement. He answered, 'In all of there are published in the city of New the magazines and papers.' I asked Volk alone over 900 different papers

fore, we use faces-pretty, attractive him if he had seen our advertisement in the papers before. He replied, 'I do not think I have.' 'Then,' said I, you have the secret. It caught your eye; it will catch others. We did it to attract attention to what we had to say. Attracting attention is good advertising."

"What mediums do you consider

best for your line of business?"

" I have no hesitancy in saying that the magazines and ladies' papers are the best mediums we can possibly get for securing general publicity and a direct communication with the buyers of our preparation-the ladies. They go direct to the homes and stay there, at least a week for the weekly papers, a month for the monthly papers, and in a great many instances are filed and kept for years. We receive now direct returns from advertisements placed five or six years ago, and there is no question in my mind but that these are the most profitable for advertising Pozzoni's Complexion Powders, as well as any similar line appealing to women, although in advertising any article great care and judgment must be exercised in selecting the right class of publications, and there is a larger field now "I notice, Mr. Cooke, that this ar- than has ever been known before, and it



THE POZZONI AD IN 1898.

asked him where he had seen our ad- is constantly increasing. For instance,

and periodicals with a combined circulation, one issue, of over 20,000,000. tensively by society ladies?" Each of these papers has, no doubt, some good argument to offer in its pose that face powder is used excluown favor as an advertising medium, sively by actresses. We only use their and can, no doubt, give a valid excuse portraits in our ads because their faces for existing. Out of the total number are generally well known to the pubof 900, we find about 65 which we con- lic. sider fair to good mediums for advertising Pozzoni's Complexion Powders. These 65 publications, however, have a combined circulation of over 7,500,ooo and go to the homes of the better class of buyers throughout the United States."

"In what way do you trace results, Mr. Cooke? Do you key your ads in each publication, or what other method

do you employ?"

"We do not key every ad except by for advertising your powder?" advertising a free sample of powder or something special. We judge very well by the returns which paper is doing the 'pulling,' as in the majority of cases the applicant mentions the paper in which she saw our advertisement. We keep all of these requests, sort them from time to time and list the papers mentioned. We have hundreds of replies from the inverted head advertisement, and we feel sure that it has been a paying one."

" Do you distribute samples through

the mails only, then?"

"We do general sampling with our powder, and believe it to be one of the best ways of advertising, as there is nothing so satisfactory to the consumer as an actual test of the goods she is about to use. We do not distribute samples promiscuously, but known as here in St. Louis." have them delivered to the lady of the house, and we do it in the following in your advertising abroad?" way: We wrap a small picture card, a sample powder and a booklet in a ourselves and our ads to the habits piece of ordinary manila paper. It is tied with a white string, no printing whatever on the outside. These packages are taken through the best residence portions of the city; our dis-tributor rings the door bell, and the package is handed to whoever may two of your advertisements in PRINTcome to the door, with the information that it is for the lady of the house. It must be delivered to the lady of the house, as it is tied up and the servant can not see what it is, and she has no right or authority to open it. We take this extra precaution and trouble because in a great many instances when to." the door bell is answered by a servant girl the sample would otherwise fall into her hands.'

" Presumably the powder is used ex-

"Yes. It is a great mistake to sup-Our theatrical patronage, even if we had it all, would not amount to much. It does not constitute the onehundredth part of our business. I can not say that our customers are confined to any class, but we are now preparing a beautiful illustrated booklet which will contain the pictures and indorsements of prominent women who have used Pozzoni's Complexion Powders."

"Do you use theater programmes

"We patronize theater programmes because we believe them to be an excellent medium for reaching the best people in any special city in which we care to advertise. We also patronize the billboards and street cars. They give quick publicity, and stand out before the people where they must be seen. These latter methods are purely local, and can not create the national publicity or lasting impression to be gained through the magazines."

" Your advertising is, of course, confined to America, Mr. Cooke?"

"By no means. Pozzoni's Medicated Complexion Powders are sold all over the world, and consequently they are advertised everywhere. In England, France, Australia, Mexico and South America they are almost as well

"And the same methods are pursued

and dispositions of the people we are appealing to. All nations are not to be interested in the same way. have allowances to make and special efforts, too, in different countries."

" I should like to reproduce one or

ERS' INK, Mr. Cooke."

" You shall have every facility for so doing. PRINTERS' INK is my desk companion. It is a faithful and up-todate reflex of the advertising world, and I read every line in every issue, even if other things are unattended JOHN S. GREY.

MORE TRUE THAN FUNNY.

Wisdom is the knowledge of other people's mistakes .- Life.

PINCHING THE ADVERTISER.

THE WORLD. WAIT ORDERS



THE ELECTRICITY
from the betteries
will turn a needle through your table or hand. Cures Rheumatism, Liver and Kidney disease, weak and lame back, etc. Goods

Kidney disease, weak and lame back, etc. Goods sent to reliable personne ent of the property o

Office of STANLEY DAY,
General Newspaper Advertising.
NEW MARKET, N. J., Aug. 24, 1898.)
Editor of PRINTERS' INK:

I ordered inclosed ad set solid in 22 agate lines; it is set in solid type but measures 24 lines. The inclosed correspondence will show you the ground I take in declining to pay for 24 lines, but always desiring to do what is right I want the Little Schoolmaster to say if I am correct in my conclusion. Yours sincerely, STANLEY DAY.

Office of Stanley Day, General Newspaper Advertising. New Market, N. J., Aug. 24, 1898.

E. H. Spear, Esq .:

DEAR SIR-The World is wrong. their business to supply a font of type that will measure 22 lines agate when ordered in that space solid. Because they use a font that is larger than regulation size should be their loss. I shall strongly advise my client to decline to submit to such petry extortion, and will refer the matter to PRINTERS' INK to know if they sustain me in the position I take.

STANLEY DAY. Yours sincerely,

A newspaper with a large number of small advertisements is usually deemed prosperous and publishers are numerous who devote more attention to the development of their columns of two or three-line announcements than they do to the extension of the number or size of those calling for conspicuous This is done in the face of the fact that a two-line advertisement occupies three lines of space involving a heavy percentage of loss with each small advertisement accepted.

When a man orders a two or threeline advertisement in a newspaper he pays a specified price per line. mand pay for four lines when the copy occupies but two would be regarded a preposterous proceeding.

by the American Newspaper Publishers' Association an inch of space contains fourteen lines agate measure-That is to say, if a man orders fourteen lines agate in a newspaper, those fourteen lines should make an inch. If he orders an inch he should (in theory) secure fourteen lines actual count. Notwithstanding this, there are newspapers, influential in their respective fields, which secure payment from large advertisers for space which these have not ordered and do not use. Let us il-Instrate.

Smith, the advertiser, has set up for him an advertisement which, by actual count, contains twenty-eight lines. If considered in inches it ought, so the standard type rule declares, to make

inches. Smith sends it to the Boston Globe. Now the Globe sets type with a Mergenthaler machine and is unable to get exactly fourteen lines into an inch. The Globe, therefore, measures the advertisement with an inch rule, charging the advertiser so much per inch without any reference whatever to the fact that its rate card is figured by the line and says nothing about inches. The advertiser receives twenty-eight lines of space and will be required to pay for thirty.

It is a peculiar circumstance that all the newspapers that make a practice of giving the advertiser less than fourteen lines to the inch are members of the American Newspaper Publishers' Association, which has formally resolved and announced that fourteen lines are required to make an inch. Doubtless the Chicago Tribune, the Boston Globe, and the New York World reconcile their action as individual publishers with their action as members of the American Newspaper Publishers' Association on the theory that they are superior to the Association, and although members of it are in no way bound by any standard it

The advertiser is not interested in the mechanical difficulties which publishers experience in getting into an inch the fourteen lines which they have declared constitutes an inch. only interested in seeing that he pays for no more lines than are given to him. It is lines and not inches that he buys. It is by the line and not by According to the type rule adopted the inch that the rate card is figured.

VOTE for the best advertising.

THE BEST HOMES

in the metropolitan district are reached through the advertising columns of *The New York Times*. There are thousands of these homes in which no morning newspaper other than *The New York Times* is admitted.

Saturday—Review of Books and Art (16-page supplement).

Sunday—Illustrated Weekly Magazine (16-page supplement).

Monday—Weekly Financial Review and Quotation Supplement (eight pages).

Sample copies of these editions sent on request.

The New York Times

"ALL THE NEWS THAT'S FIT TO PRINT."

FUTURE PHASES OF ADVER-

A writer in Fame (N. Y.) descants thus interestingly on the phases through which advertising may be expected to

pass in the future:

The United States increases in population about a million people a year. In two centuries from now the number will probably be in excess of 300,000,000. This will furnish the advertiser with a far more extended field than the one with which he is at present favored. It will also exert a great influence on the circulation of magazines and newspapers. To-day it seems impossible for a ten-cent magazine, no matter how excellent, to secure a circulation much in excess of 700,000 copies. With a population about four times as great as the present it is reasonable to assume that four times as much circulation will be readily obtained. The same influence will naturally exert itself on the circulation of daily papers, and it is among the possibilities that in the twenty-second century a New York sensational sheet will claim a "circulation of over five million a day," with "circulation books open to all."

Advertising will then, of course, be much more profitable-first, because of the greater number of people appealed to, and, secondly, because the cost of reaching them per thousand will be much reduced, in conformity with the unwritten law that the larger the circulation, the lower the rate, proportionately. To "cover the country" will perhaps cost more than at present, because of the inclusion of sections which are now practically ignored, and because no matter how low the basic rate, the large number of people will make the aggregate expenditure high. To offset this will be the growth and expansion of the cities, so that a single medium will probably cover a large area which is now only reached through rural weeklies. The latter will in course of time disappear almost entirely, for the daily newspaper, with increased facilities for transportation, will penetrate everywhere, large cities with extensive suburbs forming the bulk of the population. As the advertiser who starts "small," and gradually puts out "feelers," will always be in the majority, and as each section of the country will have a goodly amount of population, it is

probable that there will be a large number of articles advertised in a large way locally by men who lack either the courage or money to extend their operations farther. The conditions may thus arise that a specific which is favorably known in one section has never been heard of in another.

The advertising agent will probably always be as useful and indispensable as he is to-day, though the probability is that as business increases, the work will be specialized, each agent select-

ing a certain branch.

On the adwriter coming conditions will certainly have an effect. The tendency to centralization in business today will produce in the near future a host of mammoth concerns doing an extraordinary amount of advertising, and a few small ones, either too diminutive for the larger ones to crush or possessing some minor advantage which keeps them alive. The "big stores" and factories will, as already premised, do considerable advertising; the little ones none, or very little. This will result in the extinction of the "free lance" adwriter, the one who writes for every one who applies, because the mammoth concerns will need men devoting their energies exclusively to one house, while the others will be too small to employ adwriters at all. Perhaps the extinction of this class. pompously lauding the greatness of its abilities and earnings in the public press, will not be an unmixed evil.

How advertisements themselves will change is difficult to speculate about. It seems hardly possible that they could be improved. Greater attention will probably be given, however, to observing accurately how each announcement strikes the public and governing one's course accordingly. The art of advertising is really a psychological one, like teaching; and while it is difficult to follow the operations of the human mind, future generations will possess a better idea of how it is influenced, simply because they will have the benefit of our efforts to penetrate

the mystery.

THE outside of your store plays an impor-tant part in your business. If dingy, dark, dirty and carelessly kept, it is very natural for the people passing to believe that the same con-ditions exist inside as out. Of course, it is true about stores as it is about people, that you can not always judge a man by his clothes; but whether this is the correct way to judge or not does not cut any figure, as the world generall, will pass its judgment upon you from what they see on the exterior.—Charles F. Jones.

A CLOUD

of Falsehood

No Larger than a Man's Hand

At a place of publication casts an immense shadow and keeps people at a distance in the dark.

DO NOT BE MISLED into placing advertising contracts based ON CIRCULATION AFFIDAVITS.

THE

San Francisco CALL

offers you a "simple statement of fact, unincumbered by obstructing accumulations of metaphor and allegory."

A COMPARATIVE STATEMENT

of the number of lines of displayed advertisements during June, July and August, 1898, published in the

TOTAL

CALL, 138,838 155,722 167,972 462,532

CHRONICLE, 148,643 114,275 121,093 354,011

EXAMINER, 128,009 124,663 128,870 381,542 Excess over CHRONICLE, 108,521 Lines.

" EXAMINER, 80,000

Extended in a straight line this larger excess means a continuous line of advertising more than 3.85 miles in length.

3 85 MILES MORE ADVERTISING than ONE

2 87 MI FS MORE THAN THE OTHER!

That is the estimate placed on San Francisco papers by Home Advertisers.

THE CALL REACHES THE HOMES.

Quit paying high rates for Circulation Burned in Garbage Crematories and Pacific Coast advertising will pay.

W. S. LEAKE, MANAGER, SAN FRANCISCO, CAL.
DAVID ALLEN, Eastern Representative, 188 World Building, NEW YORK.
C. GEORGE KROGNESS, Marquette Building, CHICAGO, ILL.
(FOR DISTRICT WEST OF PITTEBURG.)

ENGRAVING.

A BRIEF HISTORY OF THE EARLY STAGES OF ILLUSTRATING.

Engraving dates back almost as far as authentic history. There is mention of engraving as early as Exodus xxxv. in the Bible, and this relates to a period about 1491 B.C. This engraving was the recording of words and images on stone, wood and metal. The period when engraved plates or blocks were first printed from is involved in deep obscurity. The Greeks are said by Herodotus to have prepared maps on metallic plates (500 B. C.) which might have served for furnishing copies by impression, but it is not probable they were used for that purpose. The Chinese are said by Du Halde to have practiced this art as early as 1120 B. C., and some suppose that from them the art was transferred to Europe. It is first mentioned as having been practiced by an Italian by the name of Cunio, who executed wood engravings in 1285, and who probably received the art from the Venetians. A decree of magistracy of Venice of 1441 has been brought to light in which it is stated that the art of painting cards had fallen into decay, for they were now imported, printed on cloth or paper.

Playing cards were in use in 1275, and in order to produce them more rapidly it is probable engraved plates were used from which to print them. It thus seems probable that printing from engraved plates came into active use in the fifteenth century. It became a fixed art in Germany, the artists being known as Briefmaler and also as Formschneider, or figure cutters. They applied their art to higher purposes, cutting ideal figures on wood and other surfaces and using them for printing. One of the earliest of these engravings bears date of 1423, and is of folio size. It is preserved at a convent at Bux-

heim, near Memmingen.

From these early beginnings it was but a short step to movable types. Copper was early used for this work. A German copperplate print is in existence which bears date of 1461, and it is likely this was the oldest speci-Vasari, however, gives the credit for first using copper for engraving to Finiguerre, a native of Florence, who was a goldsmith and engraved figures done. - The Advertising World. for churches. This form of engraving was early brought to a high state of perfection by the great artists.

Aqua tinta engraving is much admired to-day because of its similarity to water color or India ink drawing. It is of French origin, and dates from 1662. Mezzotinto or half-painted style was introduced into England by Prince Rupert, who may have invented it, but who probably learned it from an officer named Ludwig von Siegan.

Steel engraving may be regarded as an American process, invented by Mr. Jacob Perkins, of Newburyport, Mass., in 1805, though the metal had previously been used in England for this purpose. Mr. Perkins' invention was in the line of bank note printing, and was pursued with a view of preventing the imitation of bank notes. His invention was approved by the State of Massachusetts in 1808, when it was decreed by law that all banks should use Mr. Perkins' plates in the printing of their bank notes. For over a hundred years previous to this time England had been trying to perfect bank notes, and in 1818 offered such inducements that Mr. Perkins went to London with the intention of entering competition for furnishing a design for Bank of England notes. The superiority of his plates was at once perceived but not so readily acknowledged, and he failed to secure the work. Later he furnished the Bank of Ireland with plates, voluntarily agreeing that if the plates were forged he would furnish a new design free of cost. In 1857 there were half a dozen principal firms making a business of bank note printing, and each of these had many branch establishments. In 1858, however, they were all combined into the American Bank Note Company.

Printing from plates made directly from daguerreotypes was developed to a great extent by George Mathiot, of the United States Coast Survey, between the years 1850 and 1858. did not claim to be the inventor, but did more than any other person to develop it. The subject is treated in detail in "The Report of the U.S. Coast Survey for 1854." This was practically the origin of the photo-engraving of to-day, and really the first successful usage of preparing plates to print from direct from photographs. It was used for printing maps of the work of the coast survey, and was successfully

CIRCULATION that is an unknown quantity is a difficult thing to value and a good thing to let alone.-Fame.

San Francisco Bulletin

The Daily Average during 1898 has been 33,805 and

The Daily
Average for Aug.
was
39,132

Guaranteed by the Advertisers' Guarantee Company

No other evening newspaper on the Pacific Coast proves one-half the BULLETIN'S circulation.

BEST IN QUALITY——

MOST IN QUANTITY.

Further information from MR. F. K. MISCH, Potter Building, New York.

STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to be merchandising more profitable by a judicious system of advertising.

Fones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care Printers' Ink.

Some time ago I had occasion to criticise a calendar pad put out by the manufacturers of Nubian paint. The calendar was sent me for criticism and I said exactly what I thought about it, not with the intention of roasting any person's work, but simply because I did not believe that very much of the matter in it supposed to be advertising was good advertising. Perhaps one of the few good things in the matter was the repetition of the statement that Nubian is the "Best Black on Earth."

Mr. Charles E. Bonnell writes me the following letter:

THE NUBIAN PAINT AND VARNISH Co.,) CHICAGO, Ill. Charles F. Jones, care PRINTERS' INK, New

York:

DEAR SIR-I am in receipt of a recent issue DEAR SIR—I am in receipt of a recent insue of PRINTRESS INK, in which you very caustically comment on our calendar. PRINTERS INK has spoken very kindly of our efforts in the past, so we will forgive you for this, but must take issue with you, if, as I inter, you claim this kind of advertising is not good. You speak of iake issue with you, if, as I infer, you claim this kind of advertising is not good. You speak of the matter as "gush," to all of which we agree. Nowhere have we ever claimed any literary merit for this calendar, but when you compare it to Pope Manufacturing Co., and intimate theirs is well done and ours poorly executed, there is a chance for argument, particularly as one might infer that we were following in the footsteps of Pope in the issuance of this kind of advertising. On the contrary, I think we antedate Pope by some little time, at least we have been issuing this memorandum calendar for at least eight years. The very fact that you have taken the trouble to write nearly a column have taken the trouble to write nearly a column have taken the trouble to write nearly a column article on the subject would indicate, no matter how gushy its contents, you read it, and you did not conclude any page without learning that we claimed to make the Best Black on Earth, and that is just what we aim at. This business was started on nothing financially, and has been built up to a point where there is only one concern in the West which equals our outone concern in the West which equals our output in this line, and wholly from a liberal distribution of this kind of gush. There has never been a time when we have employed more than one traveling salesman, and most of the time none. Something has brought us the business. Incidentally we have endeavored to live up to our slogan, "Makers of the Best Black on Earth," which has no doubt had its effect in helping us to build up our present trade, but it was a great deal of gush of the order you criticise that brought it to the attention of the trade. No matter how nonsensical have been our advertisements at times, we have endeavored to give the class of goods we claim endeavored to give the class of goods we claim to make, and then have gone on the principle that whatever would tend to impress that fact on the minds of would-be buyers and to keep ourselves before old buyers was good advertis-

ing, and I can only say to you as I said to another newspaper man some years ago: "You may 'roast' the character of our advertisemay roast the character of our advertise-ments, their ungrammatical construction, call them gush if you please, but do not forget we say that we claim to make the Best Black on Earth." Yours very truly,

Mr. Bonnell also sends along with his communication a series of circular letters. I presume he wishes me to criticise them, and I am sorry to say that I can not criticise them favorably. will quote a paragraph from two of these circulars and try to explain why I do not think they are good. The first circular letter, which is dated November 14, 1896, starts off as follows:

The agony is over; we might assure you that the great American eagle has once more spread the great American eagle has once more spread his mighty wings in protection over American interests. We might tell you that you can safelybuy Nubian, knowing that, like whisky, it improves with age, and that you will get the same kind of dollars for your product that you pay us for it, at least for four years. We might indulge in the usual after election, "I told you so," but we simply tell you plainly and without equivocation we are hungry, we want orders, and we will sell you "The Best Black on Earth," at prices no higher than you will pay for common stuff, etc.

The second circular letter, which is

The second circular letter, which is

dated October 1, 1897, begins thus:

On November 14, '96, we wrote you the agony was over. Well, a part of it was, but as a matter of fact we are not filled with unalloyed happiness. We are satisfied with the election, for as American citizens we bow to the will of the people; but there is a portion of the great public that has not given us the recognition to which we feel we are justly entitled. ognition to which we feel we are justly entitled not only from long service in their cause, but

from real Simon-pure ability, etc.

As I have said before I do not believe that it pays to mix business with politics or religion. Mr. Bonnell's first letter, coming right after the election of McKinley and addressed to the trade in general, might not strike those who were interested in the election of Bryan as a very good appeal for their business. I think if Mr. Bonnell would not mix his business up with so many other different kinds of things, that his advertisements would be better.

The Merchants' Association of New York recently got out three hundred thousand copies of a very interesting little book called "Going to

book containing a good many arguments in favor of buying in the city of New York, it also gives a good deal of advice which may be interesting to business men whether they buy in New York or not. I will quote a few of these paragraphs:

The most expensive thing in the world is

running in a rut.

In business, running in a rut is trying to sell old things to people who want new things—of-fering last year's goods to people who want this year's.

Running in a rut comes from staying at ome. The cure is going to market.

If you stay at home you dry up; if you go to market you freshen up. To dry up is to lose your customers to other merchants who do not run in ruts. To freshen up is to gain new customers by new attractions

tomers by new attractions.
Buyers are attracted by new things, and will pay handsomely for novelty and the "latest style." These do not originate in your home, but in the great trade centers. You get them if you go to market; you do not get them if

stay at home.

If you go to market and your competitors do not, your townspeople know it. You show the best stock, and they know it. They know that you have been to the source, and you set the fashion and get the trade, because you are not in a rut.

in a rut.

If you show city styles your customers are pleased and stay with you; if not, they wander away to big cities, or buy if hrough catalogues or mail orders. You do not find the new styles and the profit-winners if you stay in a rut.

The good things do not get into the ruts. Fresh ideas are worth money in business. You will get lots of new ideas by going to market and seeing other successful retail houses. See how they do things, and what you will see will show you ways to "freshen up" your business. husiness.

By going to market you get tips on styles, learn what is most popular and saleable, gather hints on attractive displays and useful store methods. But better, select more attractive goods and choicer variety, make a better show in your store when you return, and "freshen up "in every way.

It is not underselling your competitors on the same goods that makes money. Competition on

are goods that makes money. Competitors on the same goods that makes money. Competition on prices only hurts; competition on novelty and variety pays. Going to market equips you for paying competition; staying at home binds you

to losing competition. Don't save pennies and waste dollars; don't

save \$50 in traveling expenses and pay to per cent more for your goods. Don't save on your railroad ticket and lose on the selling quality your stock.

Étc., etc., etc.

Even politicians seem * know a good deal more about the necessity of a business house keeping up with the times than some of our merchants, who are still hanging on to the less progressive methods of twenty years

The Hon. Robert Emmet Burke, who represents the Sixth Texas Congress district in the present House of Representatives, at a recent county convention made a speech about the

In addition to this little Philippines, in which he compared our great country to a great mercantile in-Among other things that stitution. Mr. Burke said was:

We can't go backward. We can't remain passive. We must progress. No country has ever yet remained inactive. If it does it retroever yet remained mactive. If it does it retro-grades. A country is just like a business man, Show me a merchant that isn't imbued with the spirit of the times and I will show you a mer-chant that has retrograded and is still retrograding.

Some of our friends, who take particular delight in criticising anything that appears in PRINTERS' INK, have recently felt very much grieved over the fact that, to their minds, I do not know how to write correct English. In order that the matter may not cause them too many sleepless nights I am willing to freely confess to them that I have not, in this department, made any attempt at writing grammar or litera-I have simply been trying to tell, in a plain, off-hand way, business facts that I have learned through years of intercourse with other business men. I do not try to make the advice which I may have occasion to give either appear brilliant or absolutely grammatical. I have accomplished my purpose if I can impress upon the readers the point that I wish them to understand. want to write naturally, as one business man would talk to another. making a grammatical error, I could make the subject that I am talking about clear and more practical, I would gladly make that grammatical error and believe it was good business to

I believe that the editorials of the New York Sun have the reputation of being well written, and yet I notice that the Sun is frequently criticised by those who think they know more about grammar. In answer to the letter of a correspondent, the Sun recently published an editorial, part of which I will quote:

Give honor to the unwitting soul that droops not in the dogdays, but, while the rest of the world is stewing in the everlasting humidities, stalks cheerfully over the frozen hummocks of English grammar, etc., etc. No doubt technical correctness of speech is a desirable thing, but it may be insisted upon too much. The English language is an uncommonly active and hearty fellow, whose feet are not to be squeezed with pumps all the time, but must have their slippered hours. A formal and finical exactsuppered nours. A formal and nincal exact-ness, either of pronunciation or of syntax, is not to be praised. There should be no affecta-tion either of rudeness or pedantry. The more natural the talk or writing is the better. Now the colloquial forms, ticketed and frowned upon by the purists, are usually the common and

natural forms. It is clearly not an economy of breath to waste any of it in pronouncing a su-perfluous word, yet probably the majority of persons do use a superfluous word in the case mentioned by our esteemed correspondent. What is the use of repressing them therefore? They may be following some "law of the lan-guage," language being very well provided by the philologists with laws which it passes most of its time in breaking.

Perhaps the truth is that this is one of those easy, comfortable, convenient slips of which the English language is capable and will be capable as long as it lives and breathes and is used by men, women, and children, and not by a company of automatic two-legged dictiona-

ries and grammars.

I am in receipt of a letter from Mr. William C. Meintzer, of Easton, Md., inclosing clippings of advertisements and asking me to criticise them. Mr. Meintzer is associated with his father in the ice cream and confectionery business. It is very seldom I come across a business of this kind that is as intelligently advertised as this concern seems to be. I will reproduce the two advertisements for the benefit of others who may like to see them. They are both small advertisements; either of them would go in a four-inch single-column space.

An Evening Stroll

Out for an evening walk, you ought to visit our ice cream parlor. If you don't want to go out send word to us and we will send it to your home. We make it right, sell it right, and guarantee it shall be right.

Try our celebrated water ices and creams. "Every spoonful delicious."
For to-day's warm weather dish we name our famous peach, chocolate, va-nilla, orange fee.

The best ice cream, the most careful service, and the greatest satisfaction for your money.

MEINTZER'S,

DOVER STREET, EASTON, MD.

In Your Sunday Menu

have you included any of our warm weather dishes? Meintzer's famous ice cream is the only thing that makes life endurable on these sultry days. Housewives, see your hus-band's glad smile if you surprise him at din-ner with a dish of our Harlequin Ice Cream. Others if you prefer.

Meintzer's "Own Baking"—loaf and as-

sorted cakes—still maintain the high standard of excellence. Deliciousness unrivaled. Weddings and parties catered for. Designs in

varied patterns.

MEINTZER'S. DOVER STREET, EASTON, MD.

Mr. Meintzer also asks a question as to what is the best materials for making cards for show windows, etc. If Mr. Meintzer is not very expert with more apt to bring the store business the use of a brush, it will be better for than the same old story rehashed over him to buy a set of rubber type. Al- and over again.

most any firm that manufactures or sells rubber stamps can furnish them. They are made up in sets, so that with an ink pad and a little care in handling, very neat cards can be made, which are much better than handwork and almost as good as printing.

Jacobs' Pharmacy, Atlanta, Ga., is advertised as "the birthplace of cut prices." The concern issues the most complete retail catalogue of drugs and druggists' sundries that I have ever seen. I believe that this catalogue ought to produce good business. One reason is because it is complete in every detail, quoting the price, it seems to me, on every possible article sold in a retail drug store, but the chief reason why this catalogue ought to be a success is because it inspires confidence. It starts out in the very beginning by stating the store's policy (almost a third of a page being devoted to the words), "Your money back if you want it." On the opposite page to this statement, referring to the catalogue, they say:

There is nothing in it which will lead any man, woman or child astray when making their selections. From cover to cover it is filled with selections. From cover to cover it is filled with quotations of goods which are sent out with our guarantee that they will be found as good, if not better, than we have represented them. We have avoided the use of confusing words, for we are plain people dealing with people of every nationality and calling in life, and we want every one to understand the quality and kind of goods we offer to them. kind of goods we offer to them.

** WASHINGTON, D. C.

Charles F. Jones, New York:

DEAR SIR—We find great difficulty in keeping any of our special sales going for any length of time. They begin with a good deal of enthusiasm, but they soon seem to run their success and die out. The longest sale we have been able to run for some time could not be stretched longer than three weeks. We do not think in this way we get the full value of our special sales, and perhaps you can tell us how we can make the effect last longer.

Respectfully,

I do not believe in long special I think the best effect is secured by stopping the sale long before it dies of a natural death. Even a good thing can be worn out if hammered at too long. The people generally get all they want of any special sale of goods within a reasonable time. Instead of trying to have one special sale run three or four weeks, cut it up and have something fresh each week. Something new to talk about will be much The hot pursuit among newspapers nowadays is after the phenomenal—the unique.

Indianapolis News—

holds the distinction of larger bona fide circulation, proportioned to population of home city, than any other American daily, i. e., larger percentage of home readers, without resort to fake methods for circulation. It is also the only daily which, from its first issue, has steadily given and conceded the right of the advertiser to know the measure of his purchase in circulation equally with the measure of his purchase of any other commodity.

A word to the wise advertiser is sufficient.

IN SPANISH AMERICA.

Mr. E. C. White, manager of the Spanish-American Newspaper Company, 136 Liberty street, holds forth as follows on Spanish-American advertising:

Frequently an advertiser says to me: "There, take that cut; it is good enough for the Spanish-Americans;" or, on other occasions: "There is the advertisement we use here; just put it into Spanish and run it for Mexico."

My experience, covering a score of years among the Spanish-Americans, has shown me the foolishness of any advertiser entering the Spanish-American markets to-day using the cuts and material he uses here, or even in Europe. I admit a few advertisers have gained the Spanish-American market by using the same material in their advertisements as used in the Anglo-Saxon countries, but this was owing to the fact that at that time few, if any, American advertisements had ever been seen in Spanish-American periodicals, and their contrast with the plain French advertisements attracted fully qualified man. attention; but now so many American advertisements are run that one must have not only something different from the French, but entirely different from other American ads.

From the last year's experience I believe every advertiser now in Spanish-American countries could double his business by carefully preparing or engaging some person well up in Spanish-American "folklore" to prepare his advertisements. One of my clients during the last year used a cut I had carefully prepared for him, making the subject "Pulque," the universal beverage of Mexico; this advertisement, I am informed, was read more than all of the others in the local press of Mexico City. Another of our clients, who has visited Chili, and has studied the peculiarities of these people, used a cut of one of the Chilian warships, accompanied by a testimonial from a drill master in the Chilian Navy. This advertisement sold more goods for that advertiser than any other advertise-ment in the Chilian press. It apparently struck a popular chord.

The time has come for us to gain Spanish-American trade, and we must place before our southern neighbors more attractive national cuts and material, telling them why our goods are superior to others and where they

can be obtained. These are the three essential points to success.

Spanish America and Mexico are the best proprietary markets in the world, but common sense must be coupled with years of experience to win them. Many of the larger houses trust their Spanish-American clerks to attend to their foreign department and to use any copy they think best. Upon first thought, one might think this would cover the points I have been setting forth. Not so. In the first place, two things are essential in the man required to-day for a successful service in preparing Spanish-American advertisements. He must be familiar with Spanish-American countries, i. e., have visited and studied each nation, discovering each one's peculiarities. Then comes American inventive genius. I dare say few American houses have such a man at the head of their southern departments. Some have the man well versed in the first requirement, and a few have men capable to fill the second requirement. Iknow only of one house engaging a

No markets in the world are richer or more easily gained than the Mexican, Venezuelan, Colombian, Peruvian, Chilian and Argentine. Three years with a meritorious article will suffice to gain any of these markets, and when once gained you have an advertisement bringing in handsome returns for the next 50 years.

The periodicals go into the homes of all the best buyers, as the very poor do not read, thus enabling an advertiser to reach directly the able buyers without any great effort, except in preparing his advertisement.

WESTERN NEGRO PRESS ASSOCIA-

TION.

The Western Negro Press Association held its annual convention at Omaha, August 22d. The meeting was largely attended. The following papers were read: "Negro Journals and Their Needs," John C. Wood, Fort Scott, Kan.; "The Model Editorial, News Column and Ad," H. L. Dorsey, Joplin, Mo.; "The Journalist vs. The Newspaper Man," G. E. Taylor, Oskaloosa, Ja.; "The Negro Press the Chief Factor in the Literary Development of the Race," C. A. Franklin, Omaha; "The Press the Ally of the Pulpit and the Forum," J. L. Dudley, Fort Scott, Kan.; "The Negro Press in Politics," L. C. Williams, Kansas City, Mo.; "The Race Press as an Educator," D. W. Griffin, Seattle, Wash.—Newspaperdom, Sept. 3th.

ADVERTISING is very much like taking medicine, too small a dose will do you no good, too large a dose may kill you, just the right dose will make you well.—Charles F. Jones.



Bearing Fruit!

Good seed planted in good ground bears good fruit. Good advertising placed in good mediums produces good results.

The great States of the Middle West are known to be rich and productive, both in food stuffs and advertising results.

It's a good and fertile field for the advertiser to reach a good round million of well-to-do families in the States of Illinois, Indiana, Iowa, Ohio, Wisconsin, Michigan, Minnesota, Nebraska and South Dakota that compose the territory covered by the 1,500 country weeklies of

THE CHICAGO NEWSPAPER UNION.

Write for catalogue to either address:

10 Spruce St., New York. 93 S. Jefferson St., Chicago.

A TELEPHONE TEXT.

Everybody hasn't a telephone, who ought to have. Everybody who has a telephone hasn't the 'phone he ought to have.

Everybody who has a telephone does not make all the use of it possible. Those of the public who are telephoneless, do not use the public stations as much as they might.

While these conditions exist, it is possible to profitably advertise the telephone service in the newspapers.

Newspapers are particularly sons why it should be, adapted to the purpose of giving Solicitors have easi publicity to the merits of the telephone. Every one intelligent enough cating are known; an to use a telephone is a reader of newspapers. And every possible subscriber to the telephone is already a subscriber to the newspaper.

The use of telephones extends outside of the business world, to residences where the newspaper goes. Its advantages to the housekeeper newspaper, which visits the house daily, and brings the intelligence of

Seldom is a telephone removed when once placed in a house, but trivial objections, that could be overcome by advertising, prevent many a housekeeper from enjoying it.

happenings and of bargains.

One does not realize the advantages of a thing so well as when deprived of it; and the advantages of a house telephone are not so apparent as to place it in the category of necessities, until it has been tried.

Therefore, educational work is needed, and the newspaper is the

best educational medium.

Business men who have telephones do not always have the service they should have; from motives of economy an inferior service is used, whereby both the user and the telephone company suffer.

The advantages of the best service should be continuously kept before

telephone subscribers.

In my own office I first put in a party line instrument, which I thought ample. A business man who knew more about telephones told me I was not doing myself justice. An investigation of the matter determined me to get the best service there was, and although the cost was double, I have not regretted the change.

phone company, the need for advertising is greater, and the company that neglects it neglects a business proposition.

Surely each company has advantages to offer, else it would not continue long in existence; and surely neither company has all the business

it wants or can handle.

The fact that solicitors are employed who can see every possible customer and explain the advantages is no reason why advertising can not be used. In fact it is one of the rea-

Solicitors have easier work where the merits of a thing they are advocating are known; and solicitors frequently overdo the thing, and do not get the serious attention their article deserves. But the newspaper advertisement is a silent argument that no business man objects to. If it talks sense and appeals to his reason, it

gains an audience.

In New York City the number ofcan best be made known through the telephones was materially increased by newspaper advertising. The telephone company, years after the merits of the service were known to over 17,000 subscribers, found that there were plenty of people needing tele-phones who did not have them. And they found that the quickest way to reach them was through the papers.

The way they did it was by inserting daily changes of small ads, alternated with larger ads, giving more argument and more reason for the use of telephones .- Fred'k Vail Owen, in Sacramento Bee.

"YOH can't allus tell whaw ter put de credit by lookin' at de surface," said Uncle Eben. "De cork on de fishin' line dances aroun' an' 'Tracts a heap o' 'tention. But it's de hook dat's doin' de business."—Washington Star.

ILLUSTRATED ADVERTISEMENT.



" A well preserved man who has been in one Where there is more than one tele-for one on the seashore."



A Shining Light

in the newspaper field is the

LOUISVILLE WEEKLY COURIER-JOURNAL

(now issuing twice a week).

A high-grade family favorite, fit for every fireside. Enterprising, conservative and accurate, it has a hold on its readers, seldom, if ever, attained by a newspaper.

THE DAILY COURIER-JOURNAL THE SUNDAY COURIER-JOURNAL

More powerful, progressive and prosperous to-day than ever before in their history.

A newspaper of national influence—widely read and universally respected for its honesty, enterprise and reliability. An open doorway to the great Southwestern trade and to the famous Blue Grass region.

THE LOUISVILLE TIMES

A tea-table favorite in Louisville and the whole Southwest country.

Incomparably largest circulation of any afternoon daily now or ever published in Louisville.

Daily Average, 35,050.

The S. C. Beckwith Special Agency,

THEY ALL PAID

Yet, as is readily seen by the summary opposite each paper, some paid better than others.

THIS AD-VERTISEMENT



CAN YOU TALK BUSINESS?

appeared in the following list of papers, and each paper had a separate and distinct address of its own, affording an ab-solutely correct check on the entire list.

Can you talk it to other people whom you may meet? If you can and have a little time to spare, we can put you in the way of making a great deal of money during the winter. Pleasant, respectable on the way of making a great deal of money during the winter. Pleasant, respectable on the way of making a great deal of money during the winter. Pleasant, respectable on the way of making a great deal of money during the winter. Pleasant, respectable on the way of making a great deal of the winter with the way of the way o

A. A., P. O. Box 301, Indianapolis, Ind.

The figures opposite each paper show the cost of the advertisement, number of replies and cost per reply received from each paper.

	Cost.	No. REPLIES.	COST	PER
Agricultural Epitomist	\$45 00	214	21 c	ents.
Rural New Yorker	14 40 -	58	25	46
Ohio Farmer	37 80	146	26	65
National Stockman and Farmer	14 40	54	2634	66
Practical Farmer	17 28	63	2734	64
American Agriculturalist	60 00	214	28	66
Farm Journal	48 00	139	2414	66
Home and Farm	28 80	79	3634	66
Farm and Fireside (both editions)	86 40	216	40	68
Farm and Home (both editions)	72 00	171	42	44
	\$124 08	1.354		

AVERAGE COST PER INQUIRY IN ENTIRE LIST, 31 1-3 CTS.

Speaking of the Agricultural Epitomist

some advertisers have said: "Your rates are too high." The above record speaks for itself. A A A A A

CIRCULATION, 165,000 COPIES.

Advertising, 75 cents per agate line.

Forms Close 10th of Month Preceding Date of Issue.

AGRICULTURAL EPITOMIST.

INDIANAPOLIS, IND.

LOUIS V. URMY,

Times Building, New York, Eastern Representative. Or Reliable Advertising Agents.

Oakland Cribune

is known to advertisers as one of the best paying dailies in the far West. It has their confidence and their business. Over 8,700 families subscribe for it. Its rates are higher than other Oakland papers, but it brings much greater results. To the advertiser a paper is known by the results it brings.

Are you in the Tribune?

E. Katz Adv. Agency,

Representatives,

230 Cemple Court,

New York City.

THE HERALD

has more paid subscribers in . . .

SALT LAKE CITY

than any other paper published. It is the home paper—the paper that pays.

E. KATZ ADV. AGENCY,

Temple Court, REPRESENTATIVES,

New York.

MARIE MARIE

One of California's leading firms, spending annually large sums for advertising, testifies to both the quantity and quality of the circulation of

The Evening Bee, Sacramento, Cal.



COR NINTH & K. STREETS

Sucramente Cul my 27 1898_ 180.

Messrs. V. S. & C. K. McClatchy, Proprietors of the "Bee", Sacramento, Cal.

Gentlemen: We take this opportunity of commenting upon the appearance of yesterday's display ad. in which our new type was used. It's setting up was carefully done, and the "make-up" attractive, and shows that the same heed to details exercised in your business office, reaches into your composing room.

Hale Bros. & Co., make the proud boast that they advertise every day in the year. It gives us pleasure to state that the "Bee" gives us most satisfactory returns, and undoubtedly it's circulation possesses the twin virtues of quality and quantity - a very rare combination.

We have used your medium persistently, and we believe consistently, and if the value of our opinion can be of service to you, we have pleasure in stating the high regard in which we hold the "Bee" as an advertising medium. We sometime ago inspected your block system of keeping tab on your circulation, and we trust to see the day when every advertiser will be able to see just such a system carried out in every newspaper in which he places advertising. Your strong efforts to help the advertisers of this city, and the establishment of an advertising bureau in connection with your paper, are further proofs of the progressive spirit of the "Bee".

estated abota lleages

Yours respectfully,

Hale Bros. & Co.

Eastern Agent, E. KATZ, Temple Court, N.Y.

THE INFLUENCE OF CHILDREN.

A correspondent of PRINTERS' INK writes: It is the common practice, in computing the number of readers to one publication, to claim five in a family, that being supposed to be the average. The circulation proper is thus multiplied by five to give the approximate number of readers. Many advertisers object to this reckoning on the theory that some of the five are invariably children, to whom advertisements could not possibly appeal. While this claim might be perfectly true in the case of infants, it can not be denied that pictorial advertisements have a great interest to growing children, and consequently wield an additional influence with the children's parents.

As a general rule, if you can interest and please a child, you can interest and please a child, you can interest and please its parent. This is human nature—the main thing

As a general rule, if you can interest and please at child, you can interest and please its parent. This is human nature—the main thing to be studied in all advertising. The fact that the child is pleasantly attracted by something will draw the adult attention to that something, and there is a distinct point gained at once. Many advertisements might never have been noticed by the parents had they not first attracted the attention of the children. And herein lies the great success of pictorial advertisements. Pictures catch the juvenile eye, and the mind through the eye. They cause children to ask questions about them, thus directly forcing the attention of the parents to

the advertisements.

Just as a mother is proud of her baby being noticed by strangers, and instantly feels friendly toward the little one's admirers, so does she seem drawn to regard favorably anything with which her child is interested. Of course one can not expect juveniles to be interested in plain type, but they always are in pictures, and hence an illustrated advertisement has an immense advantage over the ordinary kind. It is certainly an error to overlook the influence of children

in advertising, and the shrewdest advertisers will have their illustrations, when practicable, drawn in such a way as to interest children as well as their elders.

well as their elders.

The one strong point I wish to make is that, no matter how attractive an ad may be to adult people, it will have still more influence upon them if it is also made to attract children, for the latter are often the means of drawing the attention of older people to the ad.

GRAPHIC, BUT TRUE.

One fool used to be born every minute. Now there are two, sometimes three. The business is growing and the product is of high quality. But the biggest fool of all fools is the infernal fool who fhinks he knows it all, whether he be on the farm, in the factory, or in the business office. The man who doesn't know that he can learn something by whetting up against some one else is a candidate for the lunatic asylum or the poorhouse. A man may shut himself up on his farm or in his office and bell business of the surveys, but his survey what his some and the way to expand is to get out and expand. It can not be done by sitting around and throwing bouquets at ourselves. It is the bouquets of others which come our way that count, and we can't expect to have others use us for a target unless we let then know where we are at.—A gricultural Advertising.

Don't lose sight of the fact that the public is not so much interested in your goods or business as you are yourself. If you want them to take an interest in what you have, make your advertising attractive to them, arouse their curiosity, appeal to their tastes and wants, attract their attention, and when you have that the battle's half won, -Bisneer.



foundation under their business as we have under ours. We have built from the bottom up.

We hold that advertising can be conservative without being dull; that it can be dignified without sacrificing force and emphasis; that it can be modernized without being revolutionized; that it can be made attractive without resorting to coarse humor.

Readers of PRINTERS' INK who believe as we do will find us ready to talk business with them as soon as they are ready to talk business with us.

Writers and Illustrators of Good Advertising, III Nassau Street, New York City, MOSES & HELM

WHO DO THE BEST AD-VERTISING?

In PRINTERS' INK of July 27th a blank was printed asking readers to indicate the advertisers who in their opinion did the most meritorious advertising. Below is given a complete list showing the whole number of votes received and the names of the various advertisers thought worthy of commendation. Comments are invited upon the votes, upon the selections made, and upon conspicuous instances of good advertising that have failed to obtain even a single mention. Address communications to the Editor of PRINTERS' INK.

Douglas Shoes	1
Winchester Arms Co	3
Quaker Oats	15
Prudential Ins. Co	14
Sen Sen	1
California Fig Syrup	2
Stuart's Dyspepsia Tablets	3
Cleveland's Baking Powder	3
Rogers, Peet & Co	13
Ladies' Home Journal	5
Vin Mariani	6
Eastman Kodak	2
Wanamaker & Brown	1
Gimbel Bros	1
Strawbridge & Clothier	1
Cluett, Coon & Co	1
Wine of Cardui	5
Pinkham	7
Peruna	1
S. S. S	1
Swift & Co	2
Paine's Celery Compound	4
Armour & Co	3
Beall Improvement Co	-
Cudahy Soap	1
Nichol the Tailor	1
Barrios Diamonds	1
Salada Ceylon Teas	1
Slater Shoe Co	1
Sunlight Soap Co	1
Abby's Effervescent Salts	3
Pearline	7
Best & Co	8
Dayton Shoe	1
Н. О	- 2
N. Y. Telephone X	-
Fels-Naptha	1
Sozodont	1
Durkee's Salad Dressing	x
Gold Dust Washing Powder	3
B. T. Babbitt	3
Monarch Bicycle	1
Price Baking Powder	8
N. Y. Cloak Co	-
Keep Shirts	

Siegel-Cooper Co Ripana Sapolio Pabet Wool Soap Wool Soap Wanamaker Munyoon Royal Baking Powder Ivory Soap Hoo's Sarsaparilla Hirner' Root Beer F. Middleton & Co R. & G. Corsets Deering Harvester Larkin Soap American Woolen Mills Co Waltham Watch Paris Medicine Co Coke's Dandruff Cure Antikamnia Redfern Binding Antikamnia Redfern Binding Antikamsia Shawing Soap S. H. & M Marshall Field & Co Parson, Piric, Scott & Co Geo. Kissam & Co Elgin Watch Cuticura Hall's Hair Renewer Chicago & Alton R. R. N. Y. Central R. R. Scott's Emulsion Dr. Pierce Gramophone Regal Shoe Mellin's Food Jno. H. Woodbury. Columbia Bicycle Durham Tobacco Battle Axe Plug. St. Jacob's Oil Monogram Whisky N. Snellenberg & Co Chicago & Great Western R. R. Majestic Ranges Greene's Nervura Casacarets Pears' Soap
Ripans. Sapolio. Pabst. Wool Soap. Wool Soap. Wanamaker. Munyon. Royal Baking Powder. Ivory Soap. Hood's Sarsaparilla Hires' Root Beer. F. Middleton & Co. R. & G. Corsets. Deering Harvester. Larkin Soap. American Woolen Mills Co. Waltham Watch. Paris Medicine Co. Coke's Dandruff Cure. Antikaminia. Redfern Binding. Anheuser-Busch. Balke & Co. Williams' Shaving Soap. S. H. & M. Marshall Field & Co. Parson, Pirie, Scott & Co. Geo. Kissam & Co. Elgin Watch. Cuticura. Hall's Hair Renewer. Chicago & Alton R. R. N. Y. Central R. R. Scott's Emulsion. Dr. Pierce Gramophone. Regal Shoe. Mellin's Food. Jno. H. Woodbury. Columbia Bicycle. Durham Tobacco. Battle Axe Plug. St. Jacob's Oil Monogram Whisky. N. Snellenberg & Co. Chicago & Great Western R. R. Van Camp. Majestic Ranges. Greene's Nervura Cacacrets. Pears' Soap.
Pabet. Wool Soap. Wanamaker. Munyon. Royal Baking Powder Ivory Soap. Hood's Sarsaparilla Hires' Root Beer. F. Middleton & Co. R. & G. Corsets. Deering Harvester. Larkin Soap. American Woolen Mills Co. Waltham Watch. Paris Medicine Co. Coke's Dandruff Cure. Antikamia. Redfern Binding. Anheuser-Busch. Balke & Co. Williams' Shaving Soap. S. H. & M. Marshall Field & Co. Parson, Pirie, Scott & Co. Geo. Kissam & Co. Elgin Watch. Cuticura. Hall's Hair Renewer. Chicago & Alton R. R. N. Y. Central R. R. Scott's Emulsion. Dr. Pierce Gramophone. Regal Shoe. Mellin's Food. Jno. H. Woodbury. Columbia Bicycle. Durham Tobacco. Battle Axe Plug. St. Jacob's Oil Monogram Whisky. N. Snellenberg & Co. Chicago & Great Western R. R. Van Camp. Majestic Ranges. Greene's Nervura Caacarets. Pears' Soap.
Wool Scap. Wanamaker. Munyon. Royal Baking Powder. Irory Scap. Hood's Sarsaparilla Hires' Root Beer. F. Middleton & Co. R. & G. Corsets. Deering Harvester. Larkin Soap. American Woolen Mills Co. Waltham Watch. Paris Medicine Co. Coke's Dandruff Cure. Antikamnia. Rediern Binding. Anheuser-Busch. Balke & Co. Williams' Shaving Soap. S. H. & M. Marshall Field & Co. Parson, Pirie, Scott & Co. Geo. Kissam & Co. Elgin Watch. Cuticura. Hall's Hair Renewer. Chicago & Alton R. R. N. Y. Central R. R. Scott's Emulsion. Dr. Pierce Gramophone. Regal Shoe. Mellin's Food. Jno. H. Woodbury. Columbia Bicycle. Durham Tobacco. Battle Axe Plug. St. Jacob's Oil Monogram Whisky. N. Snellenberg & Co. Chicago & Great Western R. R. Van Camp. Majestic Ranges. Greene's Nervura Cacacrets. Pears' Soap.
Wanamaker. Munyon Royal Baking Powder Ivory Soap Hood's Sarsaparilla. Hires' Root Beer F. Middleton & Co. R. & G. Corsets Deering Harvester. Larkin Soap Larkin Soap American Woolen Mills Co Waltham Watch. Paris Medicine Co Coke's Dandruff Cure. Antikamia Redfern Binding. Anheuser.Busch. Balke & Co Williams' Shaving Soap. S. H. & M Marshall Field & Co Parson, Pirle, Scott & Co. Geo. Kissam & Co. Elgin Watch. Cuticura Lall's Hair Renewer. Chicago & Alton R. R. N. Y. Central R. R. Scott's Emulsion Dr. Pierce Gramophone. Regal Shoe Mellin's Food. Jno. H. Woodbury. Columbia Bicyele. Durham Tobacco. Battle Axe Plug. St. Jacob's Oil Monogram Whisky. N. Snellenberg & Co Chicago & Great Western R. R. Van Camp. Majestic Ranges. Greene's Nervura Cascarets. Pears' Soap.
Munyon. Royal Baking Powder. Ivory Soap. Hood's Sarsaparilla Hirser' Root Beer. F. Middleton & Co. R. & G. Corsets. Deering Harvester. Larkin Soap. American Woolen Mills Co. Waltham Watch. Paris Medicine Co. Coke's Dandraff Care. Antikaminia. Redfern Binding. Anheuser-Busch. Balke & Co. Williams' Shaving Soap. S. H. & M Marshall Field & Co. Parson, Pirie, Scott & Co. Geo. Kissam & Co. Elgin Watch. Cuticura. Hall's Hair Renewer. Chicago & Alton R. R. N. Y. Central R. R. Scott's Emulsion. Dr. Pierce Gramophone Regal Shoe. Mellin's Food. Jno. H. Woodbury. Columbia Bicycle. Durham Tobacco. Battle Axe Plug. St. Jacob's Oil Monogram Whisky. N. Snellenberg & Co. Chicago & Great Western R. R. Van Camp. Majestic Ranges. Greene's Nervura Cacacrets. Pears' Soap.
Royal Baking Powder Ivory Scap. Hood's Sarsaparilla Hires' Root Beer F. Middleton & Co R. & G. Corsets. Deering Harvester Larkin Soap. American Woolen Mills Co. Waltham Watch. Paris Medicine Co. Coke's Dandruff Cure. Antikamnia. Redfern Binding. Anheuser-Busch. Balke & Co. Williams' Shaving Soap. S. H. & M. Marshall Field & Co. Parson, Pirie, Scott & Co. Geo. Kissam & Co. Elgin Watch. Cuticura. Hall's Hair Renewer. Chicago & Alton R. R. N. Y. Central R. R. Scott's Emulsion. Dr. Pierce Gramophone. Regal Shoe. Mellin's Food. Jno. H. Woodbury. Columbia Bicycle. Durham Tobacco. Battle Axe Plug. St. Jacob's Oil Monogram Whisky. N. Snellenberg & Co. Chicago & Great Western R. R. Van Camp. Majestic Ranges. Greene's Nervura Cacacrets. Pears' Soap.
Irony Soap Hood's Sarsaparilla Hires' Root Beer. F. Middleton & Co. R. & G. Corsets. Deering Harvester. Larkin Soap. American Woolen Mills Co. Waltham Watch. Paris Medicine Co. Coke's Dandruff Cure. Antikamia. Redfern Binding, Anheuser-Busch. Balke & Co. Williams' Shaving Soap. S. H. & M. Marshall Field & Co. Parson, Pirie, Scott & Co. Geo. Kissam & Co. Elgin Watch. Cuticura. Hall's Hair Renewer. Chicago & Alton R. R. N. Y. Central R. R. Scott's Emulsion. Dr. Pierce Gramophone. Regal Shoe. Mellin's Food. Jno. H. Woodbury. Columbia Bicyele. Durham Tobacco. Battle Axe Plug. St. Jacob's Oil Monogram Whisky. N. Snellenberg & Co. Chicago & Great Western R. R. Van Camp. Majestic Ranges. Greene's Nervura Cascarets. Pears' Soap.
Hood's Sarsaparilla Hires' Root Beer. F. Middleton & Co. R. & G. Corsets. Deering Harvester. Larkin Soap. American Woolen Mills Co. Waltham Watch. Paris Medicine Co. Coke's Dandruff Cure. Antikamini. Redfern Binding. Antikamini. Redfern Binding. Anheuser-Busch. Balke & Co. Williams' Shaving Soap. S. H. & M. Marshall Field & Co. Parson, Pirie, Scott & Co. Geo. Kissam & Co. Elgin Watch. Cuticura. Hall's Hair Renewer. Chicago & Alton R. R. N. Y. Central R. R. Scott's Emulsion. Dr. Pierce Gramophone Regal Shoe. Mellin's Food. Jno. H. Woodbury. Columbia Bicycle. Durham Tobacco. Battle Axe Plug. St. Jacob's Oil Monogram Whisky. N. Snellenberg & Co. Chicago & Great Western R. R. Van Camp. Majestic Ranges. Greene's Nervura Cacacrets. Pears' Soap.
Hirse' Root Beer F. Middleton & Co. R. & G. Corsets. Deering Harvester Larkin Soap. American Woolen Mills Co. Waltham Watch. Paris Medicine Co. Coke's Dandruff Cure. Antikamnia. Redfern Binding. Anheuser-Busch Balke & Co. Williams' Shaving Soap. S. H. & M. Marshall Field & Co. Parson, Pirie, Scott & Co. Geo. Kissam & Co. Elgin Watch. Cuticura. Hall's Hair Renewer. Chicago & Alton R. R. N. Y. Central R. R. Scott's Emulsion. Dr. Pierce Gramophone. Regal Shoe. Mellin's Food. Jno. H. Woodbury. Columbia Bicyele. Durham Tobacco. Battle Axe Plug. St. Jacob's Oil Monogram Whisky. N. Snellenberg & Co. Chicago & Great Western R. R. Van Camp. Majestic Ranges. Greene's Nervura Cacacrets. Pears' Soap.
R. & G. Corsets. R. & G. Corsets. Larkin Soap. American Woolen Mills Co. Waltham Watch. Paris Medicine Co. Coke's Dandruff Cure. Antikamini. Redfern Binding. Antheuser-Busch. Balke & Co. Williams' Shaving Sosp. S. H. & M. Marshall Field & Co. Parson, Pirie, Scott & Co. Geo. Kissam & Co. Elgin Watch. Cuticura. Hall's Hair Renewer. Chicago & Alton R. R. N. Y. Central R. R. Scott's Emulsion. Dr. Pierce Gramophone. Regal Shoe. Mellin's Food. Jno. H. Woodbury. Columbia Bicycle. Durham Tobacco. Battle Axe Plug. St. Jacob's Oil Monogram Whisky. N. Snellenberg & Co. Chicago & Great Western R. R. Van Camp. Majestic Ranges. Greene's Nervura Cacacrets. Pears' Soap.
R. & G. Corsets. R. & G. Corsets. Larkin Soap. American Woolen Mills Co. Waltham Watch. Paris Medicine Co. Coke's Dandruff Cure. Antikamini. Redfern Binding. Antheuser-Busch. Balke & Co. Williams' Shaving Sosp. S. H. & M. Marshall Field & Co. Parson, Pirie, Scott & Co. Geo. Kissam & Co. Elgin Watch. Cuticura. Hall's Hair Renewer. Chicago & Alton R. R. N. Y. Central R. R. Scott's Emulsion. Dr. Pierce Gramophone. Regal Shoe. Mellin's Food. Jno. H. Woodbury. Columbia Bicycle. Durham Tobacco. Battle Axe Plug. St. Jacob's Oil Monogram Whisky. N. Snellenberg & Co. Chicago & Great Western R. R. Van Camp. Majestic Ranges. Greene's Nervura Cacacrets. Pears' Soap.
Deering Harvester. Larkin Soap. American Woolen Mills Co Waltham Watch. Paris Medicine Co Coke's Dandruff Cure. Antikamnia. Redfern Binding. Anheuser-Busch. Balke & Co Williams' Shaving Soap. S. H. & M Marshall Field & Co Parson, Pirie, Scott & Co. Geo. Kissam & Co. Elgin Watch. Cuticura. Hall's Hair Renewer. Chicago & Alton R. R. N. Y. Central R. R. Scott's Emulsion. Dr. Pierce Gramophone. Regal Shoe Mellin's Food. Jno. H. Woodbury. Columbia Bicyele. Durham Tobacco. Battle Axe Plug. St. Jacob's Oil Monogram Whisky. N. Snellenberg & Co Chicago & Great Western R. R. Van Camp. Majestic Ranges. Greene's Nervura Caears's Soap.
wattham watch. Paris Medicine Co. Coke's Dandruff Cure. Antikamnia. Redfern Binding. Anheuser-Busch. Balke & Co. Williams' Shaving Sosp. S. H. & M. Marshall Field & Co. Parson, Pirie, Scott & Co. Geo. Kissam & Co. Elgin Watch. Cuticura. Hall's Hair Renewer. Chicago & Alton R. R. N. Y. Central R. R. Scott's Emulsion. Dr. Pierce Gramophone. Regal Shoe. Mellin's Food. Jno. H. Woodbury. Columbia Bicycle. Durham Tobacco. Battle Axe Plug. St. Jacob's Oil Monogram Whisky. N. Snellenberg & Co. Chicago & Great Western R. R. Van Camp. Majestic Ranges. Greene's Nervura Cacacrets. Pears' Soap.
wattham watch. Paris Medicine Co. Coke's Dandruff Cure. Antikamnia. Redfern Binding. Anheuser-Busch. Balke & Co. Williams' Shaving Sosp. S. H. & M. Marshall Field & Co. Parson, Pirie, Scott & Co. Geo. Kissam & Co. Elgin Watch. Cuticura. Hall's Hair Renewer. Chicago & Alton R. R. N. Y. Central R. R. Scott's Emulsion. Dr. Pierce Gramophone. Regal Shoe. Mellin's Food. Jno. H. Woodbury. Columbia Bicycle. Durham Tobacco. Battle Axe Plug. St. Jacob's Oil Monogram Whisky. N. Snellenberg & Co. Chicago & Great Western R. R. Van Camp. Majestic Ranges. Greene's Nervura Cacacrets. Pears' Soap.
wattham watch. Paris Medicine Co. Coke's Dandruff Cure. Antikamnia. Redfern Binding. Anheuser-Busch. Balke & Co. Williams' Shaving Sosp. S. H. & M. Marshall Field & Co. Parson, Pirie, Scott & Co. Geo. Kissam & Co. Elgin Watch. Cuticura. Hall's Hair Renewer. Chicago & Alton R. R. N. Y. Central R. R. Scott's Emulsion. Dr. Pierce Gramophone. Regal Shoe. Mellin's Food. Jno. H. Woodbury. Columbia Bicycle. Durham Tobacco. Battle Axe Plug. St. Jacob's Oil Monogram Whisky. N. Snellenberg & Co. Chicago & Great Western R. R. Van Camp. Majestic Ranges. Greene's Nervura Cacacrets. Pears' Soap.
Paris Medicine Co. Coke's Dandruff Cure. Antikamnia. Redfern Binding. Anheuser-Busch. Balke & Co. Williams' Shaving Soup. S. H. & M. Marshall Field & Co. Parson, Piric, Scott & Co. Geo. Kissam & Co. Elgin Watch. Cuticura. Hall's Hair Renewer. Chicago & Alton R. R. N. Y. Central R. R. Scott's Emulsion. Dr. Pierce Gramophone Regal Shoe. Mellin's Food. Jno. H. Woodbury. Columbia Bicycle. Durham Tobacco. Battle Axe Plug. St. Jacob's Oil Monogram Whisky. N. Snellenberg & Co. Chicago & Great Western R. R. Van Camp. Majestic Ranges. Greene's Nervura Cacacrets. Pears' Soup.
Coke's Dandraff Cure. Antikamnia. Redfern Binding. Antheuser-Busch. Balke & Co. Williams' Shaving Soap. S. H. & M. Marshall Field & Co. Parson, Pirie, Scott & Co. Geo. Kissam & Co. Elgin Watch. Cuticura. Hall's Hair Renewer. Chicago & Alton R. R. N. Y. Central R. R. Scott's Emulsion. Dr. Pierce Gramophone. Regal Shoe. Mellin's Food. Jno. H. Woodbury. Columbia Bicycle. Durham Tobacco. Battle Axe Plug. St. Jacob's Oil Monogram Whisky. N. Snellenberg & Co. Chicago & Great Western R. R. Van Camp. Majestic Ranges. Greene's Nervura Cacacrets. Pears' Soap.
Antikamia. Redfern Binding. Anheuser-Busch. Balke & Co. Williams' Shaving Soap. S. H. & M. Marshall Field & Co. Parson, Pirie, Scott & Co. Geo. Kissam & Co. Elgin Watch. Cuticura. Hall's Hair Renewer. Chicago & Alton R. R. N. Y. Central R. R. Scott's Emulsion. Dr. Pierce Gramophone. Regal Shoe. Mellin's Food. Jno. H. Woodbury. Columbia Bicycle. Durham Tobacco. Battle Axe Plug. St. Jacob's Oil Monogram Whisky. N. Snellenberg & Co. Chicago & Great Western R. R. Van Camp. Majestic Ranges. Greene's Nervura Cascarets. Pears' Soap.
Redfern Binding. Anheuser-Busch. Balke & Co. Williams' Shaving Sosp. S. H. & M Marshall Field & Co. Parson, Pirie, Scott & Co. Geo. Kissam & Co. Elgin Watch. Cuticura. Hall's Hair Renewer. Chicago & Alton R. R. N. Y. Central R. R. Scott's Emulsion. Dr. Pierce Gramophone Regal Shoe. Mellin's Food. Jno. H. Woodbury. Columbia Bicycle. Durham Tobacco. Battle Axe Plug. St. Jacob's Oil Monogram Whisky. N. Snellenberg & Co. Chicago & Great Western R. R. Van Camp. Majestic Ranges. Greene's Nervura Cacacrets. Pears' Soap.
Anheuser-Busch Balke & Co. Williams' Shaving Soup. S. H. & M. Marshall Field & Co. Parson, Pirle, Scott & Co. Geo. Kissam & Co. Elgin Watch. Cuticura. Hall's Hair Renewer. Chicago & Alton R. R. N. Y. Central R. R. Scott's Emulsion. Dr. Pierce Gramophone. Regal Shoe. Mellin's Food. Jno. H. Woodbury. Columbia Bicyele. Durham Tobacco. Battle Axe Plug. St. Jacob's Oil Monogram Whisky. N. Snellenberg & Co. Chicago & Great Western R. R. Van Camp. Majestic Ranges. Greene's Nervura Cascarets. Pears' Soup.
Balke & Co. Williams' Shaving Sosp. S. H. & M. Marshall Field & Co. Parson, Pirie, Scott & Co. Geo, Kissam & Co. Elgin Watch. Cuticura Hall's Hair Renewer. Chicago & Alton R. R. N. Y. Central R. R. Scott's Emulsion. Dr. Pierce Gramophone Regal Shoe Mellin's Food. Jno. H. Woodbury. Columbia Bicycle. Durham Tobacco. Battle Axe Plug. St. Jacob's Oil Monogram Whisky. N. Snellenberg & Co. Chicago & Great Western R. R. Van Camp. Majestic Ranges. Greene's Nervura Cacacrets. Pears' Soap.
S. H. & M. Marshall Field & Co. Parson, Pirie, Scott & Co. Geo. Kissam & Co. Elgin Watch. Cuticura Hall's Hair Renewer. Chicago & Alton R. R. N. Y. Central R. R. Scott's Emulsion. Dr. Pierce Gramophone. Regal Shoe. Mellin's Food. Jno. H. Woodbury. Columbia Bicycle. Durham Tobacco. Battle Axe Plug. St. Jacob's Oil Monogram Whisky. N. Snellenberg & Co. Chicago & Great Western R. R. Van Camp. Majestic Ranges. Greene's Nervura Cacacrets.
S. H. & M. Marshall Field & Co. Parson, Pirie, Scott & Co. Geo. Kissam & Co. Elgin Watch. Cuticura Hall's Hair Renewer. Chicago & Alton R. R. N. Y. Central R. R. Scott's Emulsion. Dr. Pierce Gramophone. Regal Shoe. Mellin's Food. Jno. H. Woodbury. Columbia Bicycle. Durham Tobacco. Battle Axe Plug. St. Jacob's Oil Monogram Whisky. N. Snellenberg & Co. Chicago & Great Western R. R. Van Camp. Majestic Ranges. Greene's Nervura Cacacrets.
Parson, Pirie, Scott & Co. Geo, Kissam & Co. Elgin Watch. Cuticura. Hall's Hair Renewer. Chicago & Alton R. R. N. Y. Central R. R. Scott's Emulsion. Dr. Pierce Gramophone Regal Shoe. Mellin's Food. Jno. H. Woodbury. Columbia Bicycle. Durham Tobacco. Battle Axe Plug. St. Jacob's Oil Monogram Whisky. N. Snellenberg & Co. Chicago & Great Western R. R. Van Camp. Majestic Ranges. Greene's Nervura Cascarets. Pears' Soap.
Parson, Pirie, Scott & Co. Geo, Kissam & Co. Elgin Watch. Cuticura. Hall's Hair Renewer. Chicago & Alton R. R. N. Y. Central R. R. Scott's Emulsion. Dr. Pierce Gramophone Regal Shoe. Mellin's Food. Jno. H. Woodbury. Columbia Bicycle. Durham Tobacco. Battle Axe Plug. St. Jacob's Oil Monogram Whisky. N. Snellenberg & Co. Chicago & Great Western R. R. Van Camp. Majestic Ranges. Greene's Nervura Cascarets. Pears' Soap.
Elgin Watch Cuticura Cuticura Hall's Hair Renewer. Chicago & Alton R. R. N. Y. Central R. R. Scott's Emulsion Dr. Pierce Gramophone Regal Shoe Mellin's Food. Jno. H. Woodbury. Columbia Bicycle Durham Tobacco. Battle Axe Plug. St. Jacob's Oil. Monogram Whisky. N. Snellenberg & Co. Chicago & Great Western R. R. Van Camp Majestic Ranges. Greene's Nervura Cascarets. Pears' Soap
Elgin Watch Cuticura Cuticura Hall's Hair Renewer. Chicago & Alton R. R. N. Y. Central R. R. Scott's Emulsion Dr. Pierce Gramophone Regal Shoe Mellin's Food. Jno. H. Woodbury. Columbia Bicycle Durham Tobacco. Battle Axe Plug. St. Jacob's Oil. Monogram Whisky. N. Snellenberg & Co. Chicago & Great Western R. R. Van Camp Majestic Ranges. Greene's Nervura Cascarets. Pears' Soap
Hall's Hair Renewer. Chicago & Alton R. R. N. Y. Central R. R. Scott's Emulsion. Dr. Pierce Gramophone. Regal Shoe. Mellin's Food. Jno. H. Woodbury. Columbia Bicycle. Durham Tobacco. Battle Axe Plug. St. Jacob's Oil Monogram Whisky. N. Snellenberg & Co. Chicago & Great Western R. R. Van Camp. Majestic Ranges. Greene's Nervura Cascarets. Pears' Soap.
Chicago & Alton R. R. N. Y. Central R. R. Scott's Emulsion. Dr. Pierce Gramophone. Regal Shoe. Mellin's Food. Jno. H. Woodbury. Columbia Bicycle. Durham Tobacco. Battle Axe Plug. St. Jacob's Oil Monogram Whisky. N. Snellenberg & Co. Chicago & Great Western R. R. Van Camp. Majestic Ranges. Greene's Nervura Cascarets. Pears' Soap.
N. Y. Central R. R. Scott's Emulsion. Dr. Pierce Gramophone. Regal Shoe. Mellin's Food. Jno. H. Woodbury. Columbia Bicycle. Durham Tobacco. Battle Axe Plug. St. Jacob's Oil Monogram Whisky. N. Snellenberg & Co Chicago & Great Western R. R. Van Camp. Majestic Ranges. Greene's Nervura Cascarets. Pears' Soap.
Scott's Emulsion. Dr. Pierce Gramophone. Regal Shoe. Mellin's Food. Jno. H. Woodbury. Columbia Bicycle. Durham Tobacco. Battle Axe Plug. St. Jacob's Oil Monogram Whisky. N. Snellenberg & Co. Chicago & Great Western R. R. Van Camp. Majestic Ranges. Greene's Nervura Cascarets. Pears' Soap.
Dr. Pierce Gramophone Regal Shoe Mellin's Food Jno. H. Woodbury Columbia Bicycle Durham Tobacco Battle Axe Plug St. Jacob's Oil Monogram Whisky N. Snellenberg & Co Chicago & Great Western R. R Van Camp Majestic Ranges Greene's Nervura Cacarets Pears' Soap
Gramophone. Regal Shoe. Mellin's Food. Jno. H. Woodbury. Columbia Bicycle. Durham Tobacco. Battle Axe Plug. St. Jacob's Oil Monogram Whisky. N. Snellenberg & Co. Chicago & Great Western R. R. Van Camp. Majestic Ranges. Greene's Nervura Cascarets. Pears' Soap.
Regal Shoe. Mellin's Food. Jno. H. Woodbury. Columbia Bicycle Durham Tobacco. Battle Axe Plug. St. Jacob's Oil Monogram Whisky. N. Snellenberg & Co. Chicago & Great Western R. R. Van Camp. Majestic Ranges. Greene's Nervura Cascarets. Pears' Soap.
Mellin's Food. Jno. H. Woodbury. Columbia Bicycle Durham Tobacco. Battle Axe Plug. St. Jacob's Oil Monogram Whisky. N. Snellenberg & Co. Chicago & Great Western R. R Van Camp. Majestic Ranges. Greene's Nervura Cascarets. Pears' Soap.
Jno. H. Woodbury. Columbia Bicycle. Durham Tobacco. Battle Axe Plug. St. Jacob's Oil Monogram Whisky. N. Snellenberg & Co. Chicago & Great Western R. R. Van Camp. Majestic Ranges. Greene's Nervura Cascarets. Pears' Soap.
Columbia Bicycle. Durham Tobacco. Battle Axe Plug. St. Jacob's Oil Monogram Whisky. N. Snellenberg & Co. Chicago & Great Western R. R. Wajestic Ranges. Greene's Nervura Cascarets. Pears' Soap.
Durham Tobacco Battle Axe Plug. St. Jacob's Oil Monogram Whisky. N. Snellenberg & Co Chicago & Great Western R. R Van Camp. Majestic Ranges. Greene's Nervura Cascarets. Pears' Soap.
Battle Axe Plug. St. Jacob's Oil Monogram Whisky. N. Snellenberg & Co. Chicago & Great Western R. R. Van Camp. Majestic Ranges. Greene's Nervura Cascarets. Pears' Soap.
St. Jacob's Oil Monogram Whisky. N. Snellenberg & Co. Chicago & Great Western R. R. Van Camp. Majestic Ranges. Greene's Nervura Cascarets. Pears' Soap.
Monogram Whisky. N. Snellenberg & Co Chicago & Great Western R. R Van Camp Majestic Ranges. Greene's Nervura Cascarets. Pears' Soap
N. Snellenberg & Co. Chicago & Great Western R. R Van Camp. Majestic Ranges. Greene's Nervura Cascarets. Pears' Soap.
Chicago & Great Western R. R Van Camp
Van Camp. Majestic Ranges. Greene's Nervura Cascarets. Pears' Soap.
Majestic Ranges
Greene's Nervura Cascarets Pears' Soap
Cascarets Pears' Soap
Pears' Soap 1
Charles and the same of the sa
Chattanooga Med. Co
Dr. Miles
Lax. Bromo Quinine
Bradfield Regulator
R. H. Ingersoll & Bro
MacBeth Chimneys
Pittsburg Stogies
Sears, Roebuck & Co
Baker's Cocoa
Baker's Cocoa
Baker's Cocoa Beeman's Gum Ayers' Sarsaparilla
Baker's Cocoa Beeman's Gum Ayers' Sarsaparilla DeLong Hook and Eve
Baker's Cocoa
Baker's Cocoa. Beeman's Gum Ayers' Sarsaparilla. DeLong Hook and Eye. Printers Ink Jonson. N. Y. Journal
Baker's Cocoa

In PRINTERS' INK of July 27 a blank was printed asking readers to indicate three, four or six advertisers who, in the opinion of the writers, did the most meritorious advertising; and then to choose from this number the one that appeared to the reader to be the best of those originally selected, giving at the same time the reasons for considering him pre-eminent. Among the replies sent in are the following:

The Banner Buggy Co., of St. Louis, mentions best advertisers as Monarch Bicycle, Quaker Oats, Ripans Tabules, Price's Baking Powder, and awards palm of superior excellence to Quaker Oats, because of "magnitude of ada and plenty of them everywhere."

Chas. E. Hotaling, of 441 Summer Avenue, Brooklyn, N. Y., mentions best advertisers as Sapolio, Ivory Soap, Royal Baking Powder, Heinx, and awards palm of superior excellence to Sapolio, because of "clearness, briefness, and continuity."

H. M. Lewett. of the Everett Republican.

H. M. Jewett, of the Everett Republican, of Everett, Mass., mentions best advertisers as Wanamaker, Pears' Soap, Woodbury's Soap, De Long Hook and Eye, and awards palm of superior excellence to Wanamaker, because his

ads tell tersely what buyers want to know.
Alonzo E. Wilson, of Chicago, Ill., mentions best advertisers as Sapolio, Wool Soap,
Mellins Food, Quaker Oats, and awards palm
of superior excellence to Sapolio, because it is

of superior excellence to Saponi, because it is original, attractive, persistent.

Louise R. Leonard, of 119 California street, San Francisco, Cal., mentions best adversisers as Regal Shoe, Pearline, Ripans, Wool Soap, New York Cloak Co., and awards palm of superior excellence to Regal Shoe, because it gives the most satisfactory explanation of the article. The illustrations used are so perfect that a Regal Shoe on my foot was recognized by various people who had seen only the ads. You know what a Regal Shoe is when you order it.

order it.

L. Heiman, of Gans & Klein, Butte, Mont., mentions best advertisers as Rogers, Peet & Co., Keep's Shirts, Nebraska Clothing Co., Wanamaker, and awards palm of superior excellence to Rogers, Peet & Co., because it is catchy and to the point.

Jas. F. Skipper, of First Ward News, Philadelphia, mentions best advertisers as Pears' Soap, Siegel, Cooper & Co., Pabst, N. Snellenberg & Co., and awards palm of superior excellence to Siegel, Cooper & Co., because ads are concise, impressive and profitable cause ads are concise, impressive and profitable to the reader.

Frank R. Caster, of 114 West 34th street, New Frank K. Catter, of 114 West 34th street, New York, mentions best advertisers as Dr. Pierce, Sterling Remedy Co., Sapolio, Pears' Soap, and awards paim of superior excellence to Dr. Pierce, because of direct appeal to common sense, faithful similes, ingenious method of at-tractive headings calculated to interest any one, and honesty in argument.

J. E. Hyman, manager of Missouri Distribut-

J. E. Hyman, manager of Missouri Distribut-ing and Delivery Co., of 511 Union Building, St. Louis, Mo., mentions best advertisers as Pears' Soap, Paine's Celery Compound, Wine of Cardul, Eastman Kodak. P. P. Fodrea, manager Western Ad and Cut Co., of Grand Island, Neb., mentions best ad-vertisers as Battle Axe Plug, Ripans, Cascarets, Chicago Great Western Railway, Ayer's Prep-

WHO DO THE BEST ADVERTISING?

arations, Van Camp's Baked Beans, Majestic Steel Ranges, and awards palm of superior excellence to Cascarets, because Cascarets advertises because Cascarets advertises because Cascarets. cellence to Cascarets, pecause Castarets and the control of the co

best advertisers as Pinkham, Ivory Soap, Sa-polio, Dr. Pierce, and awards palm of superior excellence to Dr. Pierce.

D. C. Clark, of Norway, Me., mentions best advertisers as Prudential Insurance Co., Munadvertisers as Prudential Insurance Co., Munyon, Wanamaker, Laddies' Home Jowrnal,
Ripans, Dr., J. A. Greene, Vin Mariani, Wool
Soap, Rogers, Peet & Co., Sapolio, Royal
Baking Powder, Woodbury Soap, R. & G.
Corsets, Deering Harvesting Machinery,
Pabst, Mellin's Food, and awards palm to
Prudential Insurance Company, because the
catch-phrase says whole volumes.
Theodore P. Roberts, of 114 Dearborn street,
Chicago. Ill. mentions best advertisers as

Theodore P. Roberts, of 114 Dearborn street, Chicago, Ill., mentions best advertisers as Sears, Roebuck & Co., Larkin Soap, American Woolen Mills Co., Waltham Watches, Battle Axe Plug, and awards palm of superior excellence to Sears, Roebuck & Co., because of originality and a knowledge of how to make

originality and a knowledge of how to make newspaper and magazine advertising profitable. M. A. True, of Chicago, Ill., mentions best advertisers as Anheuser-Buach Brewing Asso-ciation, Ivory Scap, Wool Scap, Ripans, and awards palm of superior excellence to Anheuser-Busch Brewing Association.

D. B. Coates, editor of the Southern Sential, of Winfield, Ala., mentions best advertisers as Ripans, Vin Mariani, California Fig. Syrup, Royal Baking Powder Co., and awards palm of superior excellence to Ripans, because

palm of superior excellence to Ripans, because of its plain talk, with original illustrations. Edward H. Marsh, of Springfield, Mass., mentions best advertiser as Theodore Roosevelt, and awards palm of superior excellence because of "volume and small cost." Walter W. Case, manager of The Bee, Alameda, Cal., mentions best advertisers as Prudential Insurance Co., Ripans, Sapolio, Battle Axe Plug, and awards palm of superior excellence to Sanolio.

excellence to Sapolio.

George B. Latham, of Ozan Building, St
Louis, Mo., mentions best advertisers as Col Louis, Mo., mentions best advertisers as Columbia Bicycle, Prudential Insurance Co., Ivory

umbia Bicycle, Prudential Insurance Co., Ivory Soap, Ripans, Regal Shoes, Royal Baking Powder, and awards palm of superior excel lence to Columbia Bicycle, because of sim plicity of wording and artistic cuts. Edward Metzler, 611 Main street, Buffalo, N.Y., mentions best advertisers as Royal Baking Powder, Regal Shoe, Armour & Co., Quaker Oats, and awards palm of superior excellence to Royal Baking Powder, because it can not fail to make a favorable impression and is placed with the best judgment.

Martin & Martin, of Chicago, Ill., mentions best advertisers as Larkin Soap Mfg. Co., Montgomery Ward & Co., Royal Baking Powder, and awards palm of superior excellence to

der, and awards palm of superior excellence to

der, and awards palm of superior excellence to Larkin Mig. Co.
J. Miller, of St. Louis, Mo., mentions best advertisers as Wine of Cardui, Ripans, Munyon's, Wool Soap, and awards palm of superior excellence to Wine of Cardui, because you can't help but see it in a paper.
Geo. H. Currier, of 164 La Salle street, Chicago, Ill., mentions best advertisers as Paris Medicine Co., Coke's Dandruff Cure, Antikamnia Medical Co., and awards palm of superior excellence to Paris Medicine Co.

THE quickest way in the world to kill an advertisement is not to have the goods advertised when people come for them. The next quickest way is to have incompetent or impolite salespeople to wait on your customers. — Charles F. Jones.

quarrel between Goddard & Sons, the may sustain from these proceedings, American Queen and Stewart, Howe

National Advertiser:

American Queen on condition that that tion over the right to make and sell paper would not carry the advertising what is known as brush-edge skirt of any article competing with the God- binding. Each firm says that the other dard product. D. J. Kelley, secretary is an imitator and infringer. of the American Queen, declined this proposition, but offered to refuse the Mr. Kelley says that any paper which & Sons'. does not appear. The American Companion have declined to take the

THE GODDARD IMBROGLIO. Queen has asked the court to require from the Goddards a bond of \$50,000 The present little three-cornered to indemnify the Queen for any loss it provided, of course, that it finally wins & May is thus ably summarized by the its case. F. N. Goddard says that, in consequence of the American Queen's J. W. Goddard & Sons, of New York, refusal to accept his advertising and have stirred up what promises to be to exclude others of a similar nature, one of the prettiest fights the advertis- his firm has sustained irreparable loss. ing world has seen in a long time. The Stewart, Howe & May Company They manufacture Feder's Pompadour is made co-defendant in the action brush skirt protector. Eighteen months against the Queen. Between this firm ago the firm offered a contract to the and the Goddards is pending a litiga-

advertising of all infringers of God- discriminates against advertisers after dard & Sons' rights. Upon this basis the manner proposed by the Goddards a contract was made. Last July, after is liable to lose its position as secondthe question of a renewal had been class mail matter. Under the postdiscussed, Mr. Kelley signed what he office rulings, a paper can not refuse supposed would be construed as a con-individual advertisements, having altract like the first one. He soon ready prescribed for itself the classes learned that Goddard & Sons believed of business it is willing to carry; thus, that they had committed him to a a high-class literary publication may promise not to accept the advertising refuse to advertise whisky, but this of any other skirt binding than God- rule is general, and the advertiser can dard's. Mr. Kelley lost no time in ex- not refuse one brand of whisky while plaining that he could not carry the it accepts the advertisements of an-advertising on these terms; that if he other brand. Similarly, the American did so the American Queen would Queen, if it accepts any dress binding stand a good chance of exclusion from advertisement at all, must take the the privileges of second-class mail business of all reputable firms who dematter. The contract called for 2,400 sire to use its columns. As to the agate lines at \$1.25 a line, to be used contract upon which the Goddards within eighteen months. The God- base their application for an injuncdard advertising did not appear in the tion, Mr. Kelley says that it can not September number of the American be fairly construed as a promise on his Queen, but an advertisement of the part to refuse skirt binding advertise-S. H. & M. skirt binding did appear. ments in general. All he promised Now the Goddards have brought an was what he had promised before; action in the Supreme Court to com- that is, that he would not knowingly pel the American Queen to publish accept business from infringers and their advertisement in every issue up imitators. A prominent lawyer, Hon. to March, 1900, inclusive, and to reject for that time all other advertising of goods that compete with Goddard with every important postal ruling, will On reading an affidavit defend the American Queen in court. made by F. Norton Goddard, Justice This is likely to be a finish fight, for if Bookstaver has issued a temporary in- the courts hold that the paper may not junction returnable September 15th, discriminate among advertisers, then prohibiting the American Queen from application will be made to the Postpublishing the advertisement of any master-General to withhold secondskirt binding other than Feder's, and pro- class privileges from all papers carryhibiting the sale and circulation of any ing Goddard & Sons' advertising. The copies of the magazine in which Stew-Ladies' Home Journal, the Delineator, art, Howe & May's advertisement ap- the Youth's Companion, the Munsey pears and Goddard's advertisement publications, and the Woman's Home

28

Feder advertisements under the conditions insisted upon by Goddard.

As between Goddard & Sons and the Stewart, Howe & May Co., it is pointed out that no publisher can hesitate long, because the Goddards are new and comparatively small advertisers, while the Stewart, Howe & May advertising amounts to about \$100,000 a year. The Goddards used to be agents for the Fibre Chamois Company. That corporation insisted upon the exclusion of its rivals from papers which it honored with its advertising patronage. This caused some kicking and bluster among the small makers of linings, but nothing practical was ever done, because the little competitors seemed to lack pugnacity necessary to push the matter to a conclusion. It is suggested that the principle for which the Goddards contend is almost destructive of newspaper publishing, for, if the manufacturer of a dress binding may lawfully keep all rivals out of the papers with whom it does business, why may not the manufacturers of corsets, millinery, clothing, perfumery and a host of other things do the same?

SAPOLIO WAS FIRST.

In an entertaining interview published in PRINTERS' INK, Mr. Chambers, of the firm of Rogers, Peet & Co., speaking of the earlier advertising done by his concern, said:
"Some of the newspapers, notably the Here."

"Some of the newspapers, notably the Her-ald and, only slightly less so, its evening edi-tion, the Telegram, demurred against pictures, but finally they succumbed, the Her-ald not until November 28, 1892. The

first cut which was accepted by the Herald was ours, and it suffered an amusing fate. The paper would allow nothing but an outline, and, to make ours comply with that restriction, they cut off the fine head of hair on our fig-ure and made him look bald as a billiard ball."

As a matter of fact, Sapolio had broken the ice for Mr. Chambers' plunge, as will be seen from the repro-duction of an advertisement which apduction of an advertisement which appeared in the Herald' on the morning of November 20, 1892, just eight days before the one of Rogers, Peet & Co., advertised to the Mr. Fox, then business manager of the Herald', protested against taking a" cut," for the ad was nothing less. It contained, indeed, nothing less. It contained, indeed to the down and to have been set up in a well equipped composing-room with a lot of trouble and double-price work. The business manager at last consented to imagine that this trouble had been taken and this work done, and to print it as it appears. That was the beginning, so far as known, of the Herald's conversion to the use of cuts.—Fame.

use of cuts .- Fame.

THE art of advertising can not be taught. It must meet conditions, and conditions vary with the subject, as well as the season and the community.—N. Y. Newspaper Maker.

IN COURTEOUS IOWA.

IN COURTEOUS IOWA.

For courteous treatment of contemporaries in discussion about circulation, the Des Moines (Iowa). Leader deserves praise. So fair and rare is its attitude that I want to take space to reprint entire an editorial from its issue of the 30th: "The Leader has naught but the kindliest feeling for its neighbor, the Des Moines News. That paper fills well a peculiar field in journalistic Iowa. When it expresses editorial opinions they are generally on the side of right and justice. Its proprietors are industrious and energetic men and surely no one should beand energetic men and surely no one should be-grudge that paper any success it may earn. Nor can the Leader find fault with the News Nor can the Leader find fault with the News for paying so much attention to itself in its own columns. This is a method which has been adopted by papers of its class and perhaps belongs to the style of journalism it represents. The News has attained a very large circulation, although not phenomenally large when one considers the price at which it is sold, being only a little more for a daily paper than the price asked for the ordinary weekly. For all this the Leader regrets, a tendency on the part of the Leader regrets a tendency on the part of the News to disparage or misrepresent the circulation of other papers. Last evening the News contained a statement to the effect that no other paper in Des Moines had a circulation of 10,000. The circulation of the Leader for the last three months has averaged more than 15,000 copies per day. The further statement that ooc copies per day. The further statement that two other Des Moines dailies, presumably the Capital and Register, had not 5,000 circulation each, the Leader believes to be erroneous also. Either the Capital or Register circulates more than this number. In considering the circulation of the Register it should not be forgotten further that, although comparatively small, its clientele is of the best."—Press and Printer.

JOURNALISTIC PROVERBS.

A reporter is known by the company he scoops. Some editors are not as yellow as they are

painted. A story in the paper is worth two on the

An idle reporter is the devil's workshop, Desperate editors require desperate reme-

A scoop in need is a scoop indeed.

Don't count your circulation before it is hatched.

All is not editorial that glitters,
Don't look a gift article in the mouth.
The still reporter gets the swill.
A paper is known by the circulation it keeps.
Necessity ts the mother of advertisements.

A rolling reporter gathers no moss.

It's a long column rule that has no turning.

Give a space-writer an inch and he'll take a

page. You can't make a silk purse out of a reporter's salary.

Be sure you can write, then go ahead.

A blue pencil is the thief of ambition.— Truth.

SENSATIONALISM.

Not the "scare head" type found in the yellow journals, but just a little of it—enough to attract the attention of the reader—is often a good thing. Some successful advertisers de-

to attract the attention of the reader—is often a good thing. Some successful advertisers decidedly prefer it. Here is what a keen young adwriter has to say on the subject:

"I believe in arousing the people by sensational advertising, providing the community is not too much averse to sensationalism. Study the locality and the people, and then write the ads accordingly; but wherever there is the least chance for sensation, use that method."—Agricultural Advertising.

Estimated wheat crop for Minnesota, North and South Dakota, 200,000,000 bushels.

What Constitutes the **Greatest Daily** In the Northwest?

Is It Quantity of Circulation P

The Journal, with its over 50,000 daily circulation, leads all other Northwestern dailies by many thousands.

Is It Quality of Circulation?

You see it in hotels, on the street cars and railroad trains dozens of times to where you see any other daily once. The merchants, professional men and all branches of labor take it. In fact, the Journal is read by everybody.

Is It Advertising P

The Journal carries more advertising in its six issues per week than any other Minneapolis or St. Paul daily carries in all its daily and Sunday issues COMBINED.

Look at this statement of advertising carried by the Minneapolis and St. Paul papers from January 1 to July 31, 1808:

Columns. All Editions, St. Paul Globe....3,117...daily and Sunday
St. Paul P.-Press...4,507...daily and Sunday
St. Paul Dispatch .5,342...daily.... Minn. Tribune......4,985....daily and Sunday Minn. Times5,198....daily and Sunday The Journal....5,863 daily......

The Journal advertising rates are higher than any other of the dailies quoted, but everybody advertises in The Journal because IT PAYS. The Journal carries more paid wants than any other daily in the Northwest because they bring returns.

For rates, etc., apply to

R. A. CRAIG, In charge of Foreign Advertising,

41 Times Building, New York.

87 Washington Street, Chicago.

Minnesota will harvest more wheat than any other State in the Union ever yielded.

1898, 125,000, s fall. Do 3 s Journal. Minneapolis in last to burn this he Minneapolis for Min money in The at receipts ; will have ; wheat I bushels. The v in the n Minneapolls f double that re United States. s for 1807, 73,000,000 bushels, received by any other two

FILLED, NOT EMPTY!

Under the title of "The Man Who Has the Space to Sell Should Sell It Filled, Not Empty," Art in Advertising for September publishes the following:

There is a time coming, and it is not far distant, when the entire work of preparing all the advertisements to appear in their respective publications will be done by the publishers of these papers themselves. The developments of the business will compel them to equip a dethese papers themselves. The developments of the business will compel them to equip a department for this special purpose. Some publications claim to do so now, but the work is done in a desultory fashion, as if it were some-

thing extraneous to the business and not per-taining legitimately to the publication itself.

The foundation of every great publication, the very sources of its life, are to be found in the advertising department. That department furnishes the revenue which makes the business possible, and the moment it weakens in that part the structure falls. Many of the leading periodicals have no other visible means of support. The cost for paper and printing is more than the price they receive from the News Company for the paper complete. The whole establishment therefore becomes a charge on the advertising department, and the proprietor the advertising department, and the propressor looks to it to pay expenses and turn in a profit besides. And many of them return princely fortunes to their owners every year.

It is the most astonishing fact in the history of the publishing business that in the face of the enormous business done no step has been

taken looking to the establishment of a thoroughly equipped department for the preparation and handling of all advertising matter.

There are publishers making all the way from one hundred thousand to five hundred thousand dollars a year from their advertising patronage, yet there is not an advertising department conyet there is not an advertising department con-nected with any one of them worthy of the name, with the possible exception of two notable cases, and these two are only in embryo. Any attempt which has been made in this direction is only child's play when the extent, the im-portance and the enormously profitable nature portance and the enormously prontable nature of the business is taken into account. It is also astonishing that the publishers have not desired to have this large business under their own roof, so to speak, instead of picking it up wherever it may be found.

It may be trund.

It may be urged, however, by publishers that
the idea is impractical, inasmuch as many advertisers, and especially the larger and more
important ones, prefer to furnish their advertissements complete, and that many of them
employ a man for that express purpose. The
best answer to this claim is that the papers
which have made even a half-hearted attempt in this direction have met with success, and an-other is that the publisher of a paper is the logical agent for compiling the advertisement The man who has the space to sell should sell it filled, not empty. There is a large class of advertisers, too, who have no special person to look after their advertising, and either leave it to the agent who places the business or to some

to the agent who places the business or to some concern which has a peripatetic staff of artists that dabble in all sorts of work.

Notwithstanding the seeming obstacles or disadvantages there can be no question as to the benefits of putting a business-like system in the place of the very go-as-you-please order of affairs which obtains now, and the tendency of the times is altogether in this direction. There are causes which will bring it about. As the number of good publications increase the the number of good publications increase the struggle for business will naturally become more eager, and the advertiser will be more

exacting and particular in his choice, not only of mediums, but also of position and make-up. The publishers who are in a position to take the advertiser's order complete, so that he will have no further concern except to pass on the proof, will have a decided advantage.

IN INSURANCE ADVERTISING.

How are the companies telling the people

what they have to give them?

They set forth the necessity and advantages of life insurance, and seek to make it plain to the meanest comprehension by means of last year's financial statement and a list of the offiyear's management statement and a list of the company in big type, the president's name leading all the rest in display; then come the vice-presidents to the second and third degree; then the dents to the second and third degree, then the secretary, and finally, as a special and local privilege to the agent, if he be a good agent—he may add his name and address also.

Suppose Pears' Soap was advertised like that, the firm would need to have two millions of decompositions of decompositions and the second (working).

of drummers continually on the road (working on commission) to counteract the effects of the

advertising .- Insurance Press.

THE PARIS BILLPOSTER.

The billposter of Paris is a more picturesque personage than his brother of New York. He plies his trade in all winds and weather, and he is nothing daunted by the assignment of a bleak suburban district on a rainy day.

He ties his posters-incased in a waterproof cover-across his back. He fastens on his paste pot. He mounts his bicycle. Then he opens his umbrella, for he is an expert wheelman and can manage it and his wheel at once. All over the umbrella are advertisements in little form of the article or the event which he intends to advertise in large by his posters, so his entire route is placarded, and he himself is an advertisement .- Quincy (Mass.) A dvertiser.

ILLUSTRATED ADVERTISEMENT.



" A GOOD OPENING FOR A RESTAURANT."

In Hot August

In spite of the torrid weather of the month just closed, to say nothing of conditions unsettled by the war, the advertising printed in *The Mall and Express* in August, 1898, showed an increase of about 20,000 agate lines over the same month of 1897. The other high-class papers lost 15,190 agate lines between them during the same period.

During the first eight months of 1808 The

Mail and Express printed I 9770,762 agate lines of paid advertising. This is a gain of 169,092 agate lines when compared with the same period in 1897, an increase of nearly 11 per cent. The Mail and Express carries more advertising than any other evening paper published in New York.

The next paper on the list printed 279,846
agate lines of advertising less than The
Mall and Express during the same
months and lost 127,008 agate lines, or
about 8 per cent of its entire advertising

patronage.

During the eight months ended June 30, 1898, the net paid average daily circulation of The Mail and Express increased more

than 93 per cent.

The circulation of **The Mail and Express** is greater than that of the other high-class evening papers of this city combined.

" Every Reader is a Buyer."

WHAT SOME PUBLISHERS ASSERT.

" I said in my haste all men are liars."-Psalm cxvi., II.

The paragraphs in this department are inserted without any charge or A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as coming FROM HIM. It is his privilege to praise his own paper all he likes, for what is wanted is what can be said in its favor. What he does say, however, ought to be true-absolutely.

CALIFORNIA.
Los Angeles (Cal.) Evening Express (1).— The Evening Express guarantees its adver-The Evening Express guarantees us auvertisers the largest percentage of home circulation, in proportion to total number of papers printed, of any newspaper published in Los Angeles. It is the testimony of some of the shrewdest merchants in Los Angeles that the Evening Express is an exceedingly valuable medium in which to advertise those things which women buy.

Aurora (Ill.) Daily News (2).—The News guarantees a circulation greater than the combined circulation of all local contemporaries; three times greater than any other Aurora daily; largest daily circulation between Chicago and the Mississippi river and Central Illinois and St. Paul. Average sworn daily circulation for

July, 1898, 4,107.
Chicago (Ill.) Hide and Leather (3).—Hide and Leather reaches the heart of the trades it represents, keeps in touch with the progress of events, and is the healthiest paper in the bunch. It circulates, like good blood, all through the vast system of tanneries, shoe factories, etc., at home and abroad. Live advertising in its col-

nome and aproad. Live advertising in its col-umns brings results.

Chicago (Ill.) New Time (1).—Our circula-tion is national in its scope, extending into every county in every State and Territory in the Union. Our growth to 40,000 circulation, though rapid, has been steady and healthy. We are warranted in expecting a normal increase of from five to seven thousand a month, and on time contracts based on existing circulation this is a factor not to be ignored. We are advertising in more than 3,000 publications, and our books show that it pays. Of over 40,000 subscribers not less than 35,000 have American names, and are drawn from that sturdy, conservative but honest class which stands for the splendid progress of the nation. Chicago (III.) Ram's Horn (1).—State of Illinois, County of Code—ss.: Frederick L. Chapman under oath affirms that he is the editors and publisher of the Ram's Horn and that this is a factor not to be ignored.

tor and publisher of the Ram's Horn, and that for and publisher of the Kam's Horn, and that the average weekly circulation of that paper from January 1st to July 1st, 1808, was 58,104 copies, detailed account of which is appended hereto. Subscribed and sworn to before me this 8th day of August, 1898. Edward St. Clair, Notary Public.

Boston (Mass.) Nickell Magazine (1).—Circulation exceeds 85,000 a month.

North Adams (Mass.) Transcript (3).—The Transcript prints and circulates more than six

thousand more papers in a week than all the

EXPLANATIONS.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.
(2) Extract from a letter or posial card.
(3) Extract from the columns of the paper appearing either as advertising or reading matter.
(4) By word of mouth by a representative of the paper.

other North Adams papers combined. These figures are both interesting and gratifying. They are gratifying inasmuch as they indicate the dis-position upon the part of North Adams to gen-erously support a paper which aims to be a credit in every way to the most substantial and thriving city in the commonwealth. The circulation of city in the commonwealth. The circulation of the Daily Transcript for the week ending August 13 was 21,869, a daily average of 3,645. This is the largest circulation in Berkshire County. Personal inspection of circulation books and pressroom is solicited.

MICHIGAN, Ludington (Mich.) Appeal (2).— Has just made a canvass of Mason County, adding over 800 names to its list. It now has a circulation of over 2,000, which is twice the size of that of any other paper in the county. It is twelve

pages, \$1.50 a year.
Saginaw (Mich.) Evening News (3).—An idea of the extent to which the Evening News theat of the extent to writer the Evening views is read by the citizens of Saginaw can be gained by a consideration of the number of boys required to handle the News right here in the city. There are on the rolls of the city 436 licensed newshoys, who sell the News upon the streets. Besides this there are 33 boys who carry regular routes about the city for the News who are not licensed, and 50 boys who have routes of their own and who are not required to take out the license. This makes a total of over 500 boys who are daily furnishing the people of Saginaw with the Evening News.

Minneapolis (Minn.) Northwestern Agriculturist (1).—Our growth of circulation during 1807 was phenomenal. The average during the first six months was 15,416; for the last six months 14,506; for the last three months it was 16,833 and at the end of the year 1897 we had over 10,000 actual paying subscribers. We now have 27,000 subscribers besides all exchanges and extra copies. Our agents are adding several hundred more subscriptions per month. guarantee 27,000 minimum and over for all of

MISSOURI. MISSOURI.

Kansas City (Mo.) Drovers' Telegram (1).—
The value of the Daily Drovers' Telegram as an advertising medium has again been demonstrated. It reaches the people. They know it's reliable if they read it in the Telegram. It has the largest out-of-town circulation of any Kansas City daily.

MONTANA.

MONTANA. Anaconda (Mont.) Standard (1).—An adver-tiser can not cover Montana and the Pacific Northwest without using the Anaconda Standard; he can cover it thoroughly and profitably and not use any other newspaper.

NEW YORK. New York (N. Y.) Humane Alliance (1) .-Circulation over 1,00,000 copies a year, guar-anteed, exceeding 75,000 copies each issue. The Humane Alliance is taken and read in good, comfortable homes by careful, thritty, thinking people. If your wares appeal to this class of people, the Humane Alliance will pay you as

people, the Humane Alliance will pay you as an advertising medium, otherwise not.

New York (N. Y.) Life (1).—Lacking about four months, Life has now been published for stxteen years, without sensational features or catchpenny devices, gradually and steadily gaining the respect and regard of our reading public, until it holds to-day the same position in America that Kliegeade Blatter does in Germany or Punch in England. August 15, 1898.

New York (N. Y.) Modern Stories (2).—Our circulation is guaranteed to exceed 300,000 copies every month, the greater part of which goes to subscribers secured by newspaper advertising.

PENNSYLVANIA.
Libonia (Pa.) Park's Floral Magazine (3.—
For July: Number of copies mailed, of Park's
Floral Magazine, as indicated by post-office receipts, 353,06. For August: Number of copies printed of Park's Floral Magazine, as indicated by wesse counter of 6.6

dicated by press counters, 362,000.

Philadelphia (Pa.) Evening Bulletin (2).—
We are absolutely certain that the Bulletin's circulation is larger than the combined circulation of all the other Philadelphia afternoon

Philadelphia (Pa.) Forward (1).—Is the handsomest, most interesting and ablest religional statements of the world. It ious weekly for old and young in the world. It goes chiefly to the Northern Presbyterian denomination. It has 100,000 paid subscribers.

nomination. It has 100,000 paid subscribers, Philadelphia (Pa.) New Ideas (1),—To be represented in New Ideas is to be up with the times; to advertise in it is to get the attention of up-to-date people. For mail-order business of up-to-date people. For mail-order business it has no superior. Circulation 100,000 copies

per month.

Pittsburg (Pa.) Presbyterian Banner (1).— By its recent consolidation with the Presby-terian Messenger the Presbyterian Banner has added largely to its subscription list and now has a bona fide paid circulation of over 17,000 copies weekly.

RHODE ISLAND. Providence (R. I.) Evening Telegram (1).— The Telegram leads all its competitors in both The Piegram leads all its competitors in both circulation and advertising, because it sets the pace and compels others to follow. The public appreciates leaders, and that is why the Rhode Island public so largely patronizes the Peigram. The business man appreciates this fact, and consequently gives the largest share of his advertising to the newspaper which is most widely read. War has stimulated newspaper reading sonewhat and naturally the Telegram. reading somewhat, and naturally the Telegram, as it gives all the news in the best form, feels it. During June there were sold of evening and extra Telegrams 1,067,50, a daily average of 41,060. Of the Sunday Telegrams there were sold 157,004, an average for Sunday of 30,351. Providence (R. I.) Evening Telegram (2). —The Telegram is the most popular newspaper medium in Rhode Island, as it contains more classified advertising of this character than all the other daily and Sunday newspapers published in Rhode Island put together. reading somewhat, and naturally the Telegran

published in Rhode Island put together.

SOUTH DAKOTA.

Aberdeen (S. D.) Dakota Farmer (2).—Dakota Farmer pays more postage at the Aberdeen, South Dakota, post-office than all other Aberdeen papers combined. It has a larger paid circulation than any other ten Dakota publications combined. It carries more than ten times as much advertising for Dakota stockmen and farmers as all other mediums published in the wide world, hence its claims to circulation are backed by its constituents and comparatively by its so-called rivals.

TENNESSER.

TRIVINGSUE.

Chattanooga (Tenn.) Times (t).—The Times is the only morning newspaper in Chattanooga. Its circulation has grown at an enormously rapid rate. We now guarantee a circulation of

the daily averaging in the neighborhood of 8,500 or 9,000, and of the Sunday edition averaging from 12,000 to 14,000; the weekly edition is at present averaging 20,000, and is increasing

is at present averaging 20,000, and is increasing at the rate of nearly 1,000 per month.

Jackson (Tenn.) Lynk? Magazine (1).—Is read by all the leading educated, wealthy and influential Afro-Americans throughout all sections of the United States. Circulation, 10,000 per month, guaranteed and proven. We make contracts payable on condition that our circulation statement is absolutely correct.

Jackson (Tenn.) Lynk? Magazine (1).—There are magazines with a larger circulation than that of Lynk?, but no other magazine on earth covers the same ground so thoroughly. Lynk? Magazine is read by the most intelligent and wealthy colored people in the United States—not the lower classes, but those who have money to spend and are spending it wisely. have money to spend and are spending it wisely. Can you afford to miss their trade?

Dallas (Tex.) Norton's Union Intelligencer

(1).—Circulation 8,000.
Dallas (Tex.) Southern Home (1).—Largest guaranteed and proven circulation in the South-

Dallas (Tex.) Texas Baptist and Herald (1).—Most papers, even the best, have a dif-fused circulation; that is, their subscribers are scattered over several States, and the advertiser pays from two to ten papers to reach the same families. The Texas Baptist and Herald is a Texas paper, and circulates almost exclusively in Texas and the Territories.

Houston (Tex.) Post (1).—The Post mailed

Houston (Tex.) Post (1).—The Post malled 624,321 pounds for the year ending June 30, 1897. The only morning competitor in South Texas, the Galveston News, and the other nine papers of Galveston, mailed 566,635 pounds less than the Post alone. The Post malled 550,835 pounds more than the other twelve Houston papers combined and 222,694 pounds more than all the twenty-two combined papers of Houston and Galveston. These figures are taken from the annual report of the Third Assistant Postmaster-General and are correct to a pound. Besides the Post has a larger city circulation than any competitor, and is ready to prove it. Besides the Post sends more papers by express and train and to train news companies than any competitor, and is ready to prove it. The Post's territory is South Texas, but it has a fair circulation in all portions of the State as well as in the adjoining States. It goes daily to over 50. Creas post-States. It goes daily to over 500 Texas post-offices, not including those mailed in single wrappers. Semi-weekly goes to over 1,500 offices in Texas and adjoining States.

Staunton (Va.) Spectator and Vindicator (1).—Has the largest circulation of any paper published in the Valley of Virginia.

ONTARIO (CAN.).

ONTARIO (CAN.).

Brockville (Ont.) Times (2).—Has easily the largest circulation in its locality, completely covering the counties of Leeds and Greenville. It is well edited and well printed, and therefore the best advertising medium. Its eight-page semi-weekly gives at least twice as much news as any local paper.

Toronto (Ont.) Globe (1).—Its rate per line in proportion to quantity and quality of circulation is the most liberal of any newspaper in the control of the past in

Canada. Its average circulation for the past three months of this year was for the daily, 35,735; the Saturday, 41,483; the weekly, 24,327. It publishes its circulation every day. 24,327. Sworn statement of circulation and any in

Toronto (Ont.) News (2).—Our daily average circulation is 40,000. You can confidently recommend the News to any of your advertisers, who wish to reach Canada.

IN KANSAS AND OKLAHOMA.

WICHITA, Sept. 18, 1898.

Editor of PRINTERS' INK:

Hearing so much about Wichita, I conclud-Hearing so much about Wichita, I concluded to extend my trip to that city. Wichita is located in the great Arkansas valley. It is the recognized commercial city of the State, as well as the railroad center. I found that while other towns in Kansas, with their enterprising dailies, may justly claim to be recognized as "pebbles on the beach," that Wichita seems to be a boulder around which the pebbles gather. I never saw a newspaper that had as firm a hold and universal sway among the people as the never saw a newspaper that had as firm a hold and universal sawy among the people as the Eagle has in this area of country. And I see by its columns that this fact is recognized by a large number of foreign advertisers. I know of no better criterion to judge of the value of a newspaper as a medium than by the patronage of its local patrons, which in this case is remarkable. The weekly Eagle was established twenty-six years ago, the daily fourteen years since, and is happily situated, in the fact that it is more than two hundred miles from other. it is more than two hundred miles from other metropolitan dailies; does not come in competition with them, and yet does not suffer in the least. The business manager and one of the proprietors, R. P. Murdock, is quite proud of the Eagle's war record—and justly so, I think—having been able to furnish the news to this vast territory from ten to twenty-four hours papers. During the month of July the least number of Eagles printed on any one day was 16,000, the high-water mark being the marvelous 10,000, the high-water mark being the marvelous number of 26,330—a circulation that no other paper in Kansas had ever thought of. The business policy of the paper is conservative, eschewing all premium and clubbing schemes, adhering strictly to a legitimate bona fide subscription list and well established news agencies. Another remarkable thing about the agencies. Another remarkable thing about the Eagle: the business manager told me that not until about two years ago did he enjoy a local solicitor. The man he now has employed is acting more in the capacity of an adwriter than solicitor. Mr. Walsh, traveling agent for Dun's agency, in conversation regarding the possibilities of this country, said: "I want to state with all sincerity, with no purpose of flattery, that I find in my travels everywhere people reading the Eagle. I never in all my life recognized the power in the good it can do so fully and clearly as I have done since I became acquainted with the commercial trade of Southern Kansas and Oklahoma." This much for a ern Kansas and Oklahoma." This much for a ern Kansas and Oktanoma. This much for a prosperous, rapidly growing country, and a prosperous, steadily growing, up-to-date, strongly and fearlessly edited newspaper as its suomoor. N. R. E.

BATTLE AX ADVERTISING. WELLSTON, O., Sept. 10, 1898.

Editor of PRINTERS' INK :

In my opinion the American Tobacco Company are doing the very best advertising. They use the best class of dailise—use large space, and they are well written and well displayed. During the war their ads were just as prominent as the latest war news, and much easier read. In this "neck of the woods" it is impossible to go any place without seeing their signs tacked on fences, buildings, trees, etc. A short time ago they had men with samples of Battle Ax at all the mines here, and gave each miner (users) a sample as he came out of the pit, and told him where it could be bought. I read a letter from a soldier in camp saying the American Tobacco Company had distributed samples of Battle Ax to the soldiers, all of which I consider good advertising. As the old woman said, it must be "costive," but I have no doubt it pays. Chas. N. Jones.

FROM SAN FRANCISCO.

"THE SAN FRANCISCO BULLETIN."
SAN FRANCISCO, Sept. 7, 1898.

Editor of PRINTERS' INK : Editor of Printers' Ink:

I believe that the rates of advertising should
be based on circulation, and I wonder more
and more each year that I am in the business
at the number of large firms that continue to
spend thousands of dollars and take the word
of advertising men as to the amount of circulation their mediums possess. We have here in San Francisco five newspapers—the Chron-icle, Examiner, Bulletin, Call and Post, I hear from New York that there is a sixth, the Stock Report, with 42,000 circulation. I would not bet the latter has 4,200. The Post claims three times its actual circulation. The Chronicle and Call make no sworn statement. The Examiner and Bulletin do make a monthly sworn statement, and they also stand willing to prove that it is correct. I believe the Exam-iner has nearly 85,000 and the Bulletin 40,000, because they offer proof of the fact. I hope to live to see the day when it will be possible to publish a newspaper directory stating the actual circulation of newspapers. But when I see actual richination of newpapers. Just when I see the Report rated at 42,000, and know how simply ridiculous it is, I am forced to believe that the time is not near at hand. I have been twenty years in the business of securing advertisements (in Denver, Omaha and San Francisco), and at the risk of being laughed at will say that I never knowingly overstated the circula-tion of any paper I represented. I followed this course, as I believed it would pay best, and when I was with a paper that was shy of circu-lation I never talked circulation, but I got off the paper as soon as I could do better. Give me circulation and a proper rate and advertis-ing is easy to sell. And if there was some way of making all publishers print the truth as to their circulation, the advertising man on an honest paper would have a picnic. Yours truly,

L. E. FITCH.

A GROCER'S VIEW.

Office of
DEANE BROS. & LINCOLN,
Wholesale Grocers,
24-26-28-30 Michigan Ave.
CHICAGO, Sept. 8, 1898.

Editor of PRINTERS' INK:

I notice on editorial page of PRINTERS' INK
of August 24th you say that "it is said that
one result of the advertising of Quaker Oats is
that exceedingly few people now buy oatmeal
in bulk." In this part of the country the result has not been so, for the sale of Quaker
Oats is not one twentieth of the sale of the
goods in bulk. Take the country people who
consume large quantities of Rolled Oats; they
purchase the bulk goods almost altogether because they are almost as good and a great deal
chaper, as well as more profitable for the retail merchant. Quaker Oats cost the retailer
\$3.10 per case of thirty-six packages, and when
sold at 10 cents bring him but a small profit. The
bulk goods cost him to-day \$3.24 for a barrel
containing 180 pounds, and if sold to the consumer at three cents per pound or ten pounds
for a quarter, cost the latter just half as much
as Quaker Oats and are more profitable to the
merchant handling them. The price per barrel
to the dealer is more often much less than
\$3.42. Every case of Quaker Oats costs the
retail dealer just about one dollar extra to cover
the advertising, and they all know this very
well. Yours truly, CMAS. L. COLEMAN.

IN FIFTY YEARS, PERHAPS.

Ten years hence we shall probably look back and smile at the old-fashioned advertising methods of the present day.—Fame.

IN MINNEAPOLIS.

MINNEAPOLIS, Sept. 13, 1898.

Editor of PRINTERS' INK :

A clever scheme for advertising the printing business has been adopted by Byron & Willard. It is the distribution among the lawyers in town of linotype slugs set in long primer, with the name and address of the recipient. On it is this explanation:

This Paper Weight

is a "linotype slug," cast by the Merganthaler type setting machine used by BYRON & WILLARD, 29 FIFTH ST. S. It is a fac-simile of the slugs (type) used in printing lawyers' paper books and briefs.

An optician on Nicollet avenue has recently put up a sign which people can not help look-ing at. It has a large glass eye in the end which extends farthest over the sidewalk, and a mechanical device keeps the eyelid opening and shutting about thirty times a minute. The Minneapolis Journal has organized a boy's brass band from among the newsboys, supplying them with uniforms, instruments and in-struction. They were the chief feature of the fall struction. They were the chief reature of the sair festivities held during fair week, and, while expensive, are considered a good ad for the paper. The Minneapolia Times has begun a series of store news features, begun in part in pursuance to the Little Schoolmaster's suggestion. The readers seem to like it as an index of genuine store information and, of course, the merchants think it the thing.

TAFFY-OF GOOD QUALITY.

250 Temple Court, New York, Sept. 20, 1898.

Editor of PRINTERS' INK:

I inclose copy for our next advertisement in PRINTERS' INK.

I have just closed a contract with a Boston advertiser upon whom I called for the first advertiser upon whom I called for the first time last June, and on that occasion I was sur-prised to find him so well posted about the Vickery & Hill publications and my connection with them that I concluded some one of my

friends had been putting in a word for me.

A few days ago this advertiser gave me a contract for over four thousand dollars, and after finishing this business I asked him how he came to be so well posted at the time of my first visit. He replied: "I read PRINTERS! INK every week, and I always look over the advertising pages." He had read the Vickery & Littl 18 Hill advertisements as they appeared. Yours very truly,

JOSEPH W. KENNEDY,

For the Vickery & Hill Co.

THEIR SLIMY HEADS.

Let me caution you against the young news Let me cauton you against the young newspaper's greatest enemies. I refer to some of the advertising agencies, who come insinuating their slimy heads into the recesses of your sanctum, asking for and ofttimes demanding, sworn statements and circulation reports to put in their so-called newspaper directories. If you happen to be hard up, and most of us are at times, it is not easy to refuse their cash-in-advance, offers and presents the smill fell road controlled the second contro advance offers, and presently they will fill you up on a lot of nasty cheap plate truck that dis-figures your paper's appearance, and worse, takes the place that would otherwise be dedicated to legitimate business, that which would bring you more money, and which you don't get unless you reach out for it. Some reason it out that accepting a low-priced ad from these agencies does not interfere with the keeping up of the standard rates charged near at home but it does. It compromises you.—G. C. New man to the Editors of Arkansas.

AT THE HUB.

Boston, Sept. 20, 1898.

Editor of PRINTERS' INK:

Editor of PRINTERS' INK:

A Milk street tonsorial artist got a good notice in all the dailies by his public offer to shave free all the sick soldiers now being cared for at the city hospital. The Premont Theater, where "Way Down East" is running, has hired all the show windows in the vacant stores along the principal streets and illuminates them brilliantly in the early evening to show off well the large frames of photos and posters advertising the attractions. The Columbia Theater had a play on last week called "Heart of the Klondike," and to get people to think about toffered a prize of \$\frac{3}{8}\$ to the person sending in the largest number of words made up from the 18 letters in the title. The result was announced from the stage. sult was announced from the stage.

GERALD DEANE.

AN ETHICAL BOOMERANG.

NEW YORK, Sept. 14, 1898. Editor of PRINTERS' INK :

Some time ago I noticed an article in PRINT-INK about some one's experience in attempting to get an advertisement for Ripans in the Journal of American Medical Associa-tion of Chicago, and they would not insert it. tion of Chicago, and they would not insert it. Quite recently an amusing thing has come up wherein a physician in Pennsylvania attempted to give the Fidelity Rupture Cure a "black eye" and wrote a communication upon ethics and inclosed one of our circulars to the editor of that journal, which was inserted verbatim. The article proved to be one of the best advertisements that we have ever had, and has brought letters of inquiry from all over the country. Essenctfully yours.

country. Respectfully yours,
F. H. WRAY,
Dict. F. H. W. No. 49 W. 33d street.

CIRCULATION is not always worth the lowest price that the seller will take for it; a better measure of value is what the buyer can afford to pay. As a general rule, the buyer knows better than the seller what circulation is worth to him .- Fame.



RETAILERS' OWN LABELS.

Mr. Chas. F. Jones always writes with so much common sense that one hesitates to express an opinion contrary to his judgment. When, however, one's own experience is so decidedly against the conclusion at which the reader must arrive after the perusal of Mr. Jones' article of July 27th, one feels compelled

to utter the word of warning.

Mr. Jones deals with cycles, and, inter alia, says: "There is a great tendency among retail says: "There is a great tendency among retail merchants at the present day to offer various articles under their own labels, but I think it still true that none of these will sell as when they are offered under their original names, which are known and advertised broadcast throughout the country."

"It is a would be a Don't wake un asticles

His advice would be : Don't make up articles with your own labels, because goods largely advertised and bearing other people's labels will sell better. My advice to the retailer and

will sell better. My advice to the retailer and local wholesaler would be: Get a good article under your own label, and you will, if you go the right way about it, sell a larger quantity.

Mr. Jones suggests that the successful sale of cycles by Wanamaker, under his own name, is possibly to be accounted for by the make of the wheel believe westericusely become I takies. 18 possibly to be accounted for by the make of the wheel being mysteriously known, I believe the name of Wanamaker is associated with honest and straightforward trading, and an as-surance that what is promised will be faithfully performed. The public knows that. Then the name of Wanamaker alone ought to be good

enough to sell anything he chooses.

The retailer usually issues goods under his own labels in order to avoid the senseless cutting of prices which so generally prevails on widely advertised brands. In some cases possibly the retailer feels that he can put on the snoy the retailer feets that he can put on the market at a lower price an article equal to the advertised brands. I have adopted the practice of issuing under my labels for both these reasons with marked success. When it is done for the purpose of putting out a cheaper article it prevents the unpleasantness which arises when cutting the price of a well-known brand.

My first experiment with my own label was in this direction. I had been selling a small in this direction.

in this direction. I had been selling a small quantity of an advertised article. It occurred to e that I could make an equally good article at less cost than I was paying. The plan was arried out and the cost was one-half. The a less cost than I was paying. The plan was carried out and the cost was one-half. The brand advertised broadcast used to sell in my store at the rate of about a dozen in a year. My own article sells as rapidly as a dozen a day. I then tried another article which is much cut in price, with the result that I always obtain a fixed and full price for my article, and sell a gross in less time than I used to sell a dozen in. The third experiment was with an article which is advertised throughout the world. As it is obtainable in every store where that class of groods is sold, each store sells compared to the control of the control o that class of goods is sold, each store sells com-paratively few. During the first six months of pushing it under my own label I sold 240. Not another client of the maker's sold one-sixth of that quantity. At present I have five articles treated in this way, and the largely increased sales in each case have been marked.

The reason why I am getting larger sales for these goods under my own labels lies in the fact that it pays one to advertise them, and I am certain to receive the whole benefit from whatever advertising I do. If I rightly impress the public in my district with the advantages of the public in my district with the advantages of my article they will be wanting it and they must come to me for it. I have found when ad-vertising brands of goods obtainable at other stores that I lost a good deal of the results; for though I might impress the people with its value, they inquired for it at the store they were in the habit of frequenting. Every la-belled article that goes out is a standing advertisement for me and has frequently brought new

The point for the retail merchant to decide is, by which method he can earn the most money. I am assuming that the articles offered —whether under the retailer's label or under the label of the manufacturer—are equal in quality. It does not then matter to the retailer what is the name of the article he sells. His object is to keep his returns up and give satisfaction to his patrons. If, therefore, he can sell under his own label twice the quantity of what he would sell of the article advertised broad-cast, he is wise to do that. I do not think it cast, he is wise to go that. A to not mine a would be wise for a new trader starting in a district where he is not known to do much in his own brands. His public have yet to prove him.

PLYMOUTH, England.

A PENNSYLVANIA SCHEME.

We know of a jewelry firm in Pennsylvania who worked a scheme which we think was one of the best that has come to our notice. had prepared a number of blank books which has prepared a number of blank books which were issued to the school children upon application, with the understanding that to that child who had written in his individual book the greatest number of names of people in the city and surrounding suburbs would be given a prize. The names were to be written by the people themselves, and when the child thought that he or she had gotten as many as possible, he or she handed in his or her book. The result of such an operation was this: not only did the firm have a large number of missionaries among the public, advertising the jewelry firm, but they also obtained a large number of names of people who composed a valuble field for possible future business. Presuming 50 young people went around with the blank book with the jewelry firm's name on it, the firm therefore had so many missionaries scouring the whole city and impressing the name of the firm upon the public mind. It is reasonable to suppose that every person who signed his or her name in the blank books had a remembrance of the fact, and the name of the jewelry firm became more or less embedded in his or her memory.—Jewelers' Circular.

PERFUMES.

Probably few persons who read advertisements of perfumes realize the extent of the business thus brought to public notice. United States the annual product is about \$2,500,000, while the imports reach \$1,500,000 worth. For this billions and billions of flowers are consumed. The importation each year of oil of rose is about \$250,000 worth, and each pound of this requires about thirand each pound of this requires about thir-teen tons of roses, the petals of 400,000 roses being computed to be necessary for an ounce of oil. The gathering of the roses em-ploys 750,000 people in southeastern Europe from the middle of May to the middle of July. The odors are obtained from the roses, violets, jasmines, tuberoses, mignonettes and other flowers by absorption in fat distillation, or extraction with ether, sulphide of carbon or chloride of methyl. Artificial synthetic perfumes are blended with the flower pomades or essential oils, musk, ambergris or civet, to form vast quantities of fashionable brands of perfumes.—National Advertiser.

ADVERTISING is now a well recognized adjunct to a successful business life, and to be able to advertise well, effectively and to the best end is almost a requisite in a young man seeking to connect himself with the business management of a modern business house.— Brookline (Mass.) Chronicle.

ENGLISH AS SHE IS SPOKE.

In the way of extraordinary English, In the way of extraordinary English, one will have to go far to beat that in an advertisement issued by Wolff & Co., of which we give samples: "Wolff's Imperishable Marking Ink is popularly famed. It has a simple procedure, and apparels marked with it remain undamaged. Wolff's Marking Ink is indubitably unstreated and versus on Observe In Congress on Section 1. aged. Wolff's Marking Ink is indubitably un-alterable and remains cohesive. It requires no heating, or preparation, may be used with any ordinary pen, and articles marked with Wolff's 'Egyptian' Marking Ink can be washed im-mediately, as this ink requires no fixing."— London Edition PRINTERS' INK.

IT WOULD BE TERRIBLE.

We notice a renewed attention on the part of some of our contemporaries to the subject of adwriting as a field for the activities of women. This is tempting Providence, Just think of having a feminine edition of Charles Austin Bates in the advertising world,—Fame.

AN AD OF THE DAY.

OST—Some miles south of the United States, a lot of small islands, a fleet, men and money. Finder will be rewarded by "Castles in Spain." Address Sagasta, this office.

Classified Advertisements.

Advertisements under this head two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

25 CTS. a line for 50,000 proven. WOMAN'S WORK, Athens, Ga.

WE buy, rent and sell letters replying to ads. PRESS LETTER EXCHANGE, Sta. E, N. Y.

PERFECT haif-tone cuts, 1 col., \$1; larger, 10c. per in. ARC ENGRAVING CO., Youngstown, Ohio.

MAIL order men, write for our proposition; clean goods; large profits. 613 Consolidated Exchange Building, Chicago, Ill.

WANTED—Case of bad health that R-T-P-A-N-8 will not benefit. Send 5 cents to RIPANS CHEMICAL CO., New York, for 10 samples and 1,800 testimonicis.

PHRST-CLASS experienced advertising solicitor to buy interest in an A No. 1 agricultural weekly. Paying property, good field. Address, with references, "PAINE," care Printers' Ink.

CASH paid for short stories, poems, drawings, photos, etc., suitable for Christmas number of high-class tobacco paper. Must touch on tobacco or its use. H. E. HARMAN, Winston, N. C.

THOROUGHLY experienced advertising man, acquainted with all details in B. O. contracts and makeup, capable of taking charge, desires to connect with good paper. G. A. SCHNEIDER, 46 Braddaw St., Medford, Mass.

A YOUNG energetic man, with ten years' experi-ence, wishes to purchase an interest in trade paper or magazine and assume business manage-ment. Only first-class papers considered. Ad-dress "Y. Z. X.," care Printer: "In

WANTED—A newspaper man to buy an inter-test in a newspaper in a good town. To a man who will buy an interest and stevote his at-tention to the business a good in estiment is as-sured. Address "E. A.," care of Printers' im.

A Nestablished and newly equipped steel and opper, plate and die, engraving and stamping department (power machinery) in one of the leading printing housesin Baltimore, population only, will be leased as a department. Address "LEASE," care of Printers' Ink.

WANTED, PARTNER—An active newspaper man, who is satisfactory, can purchase half interest in an agricultural paper in the Central South, with bone fide subscription list over \$560. Resonable salary. Only \$4.300 required. Address "FARMER," care Printers' ink.

THE position of manager of the advertising de-partment of The Engineering ADD MINING JUREAL is vacants. Applicants for its should state furly their experience, both in soliciting and office work, the remuneration they expect and their references. Address HANGEE, ENGI-NEERING AND MINING JOURNAL, New York.

NEWSPAPER MIN'S EXCHANGE offers to publishers in need of competent editors, writers or reporters choice of best men available. To newspaper men seeking positions the Exchange offers advantages of co-operative system. Commission from positions filled: no charge to publishers. Particulars of NEWSPAPER MEN'S EXCHANGE, Il Besse Bidg., Springfield, Mass.

CORES—we are using over a hundred gross of corks a month of an extra-line quality, and are paying \$\frac{1}{8}\$ per i flousand for them. The disc paying \$\frac{1}{8}\$ per i flousand for them. The disc corks (and have to be), one end guaranteed fine. We want to hear from a dealer who is ready to furnish a better cork for less money. Come and see us, with a sample. Will contract for a thousand gross. THE RIPANS CHEMICAL CO., 30 Spruce Sc., New York.

Spruce St., New York.

AM acquainted with two young men who want
to change their positions. They advertise
through me because they do not want their identity known. One is capable of managing the advertising of any large general concern. His lowest price is \$5,300 a year. I know he is getting
\$5,000 now, but his work is not agreeable. The
other is competent to run the advertising of a
retail store, but has had no general experience,
judges of space and good writers of matter.
Which one would you like to talk to I CHARLES
F. JONES, 101 World Building, New York.

F. JONES, 101 World Building, New York.

WE
WE
WE
WE
HIGH-GRADE
ADVERTISHENTS:
CAN VERTISHENTS:
CAN VERTISHENTS:
CAN VERTISHENTS:
CAN VERTISHENTS:
CAN VERTISHENTS:
CAN VERTISHENTS:
150.000 GILBORY GRADE

150.000 GILBORY GRADE

110.000 GILBORY GRADE

1.50 ** 5 lines 17.50 ** 5 inches

1.50 ** 5 lines 17.50 ** 5 inches

1.50 ** 6 lines 19.00 ** 6 inches

1.50 ** 1 inch 28.50 ** half col.

2.50 ** 1 i

CIRCULAR LETTERS.

CHAS. A. FOYER CO., Times Bidg., Chicago, produces fac-simile typewritten circular letters by the thousand or million. Best work, lowest prices. Samples free.

STEREOTYPE OUTFITS.

STEREOTYPE outifits cheap; new method; plates like electros. Also cheap aut making process; no etching. Circulars for stamp. H. KAHRS, 840 East 35d St., New York.

NEWSPAPER INFORMATION.

FOR the latest newspaper information use the latest edition of the ARERICAN NEWSPAPER DIRECTORY. Issued September 1, 1998. Price, five dollars. Sent free on receipt of price. GEO. P. ROWELL & CO., 10 Spruce St., New York.

MAILING MACHINES.

MATCHLESS mailer, \$19 net, "beats the beat-er," REV. ALEXTO'R DICK, Meridian, N. Y.

HORTON MAILER (\$30 net), most exact, most rapid, most easily worked. For sale at all branches AMERICAN TYPE FOUNDERS' CO.

ILLUSTRATORS AND ILLUSTRATIONS.

TO ADVERTISERS—We have a mammoth sheet, showing over 200 cuts that we have used with excellent effect in our trade journal advertising. Prices dirt cheap. Sheet sent free for the asking. Address "Advertising Department," F. MIDDLETON & CO., Philadelphia.

for rates.

FOR SALE.

\$1 BUYS 4 lines, 50,000 proven. WORK, Athens, Ga. WOMAN'S

FOR SALE—Ten R'I'P'A'N'S for 8 cents at drug-gists'. One gives relief.

DAILY paper, job office, New England city of 25,000, for \$4,000. "B. S. E.," Printers' Ink.

WANT to sell a newspaper which can easily be made profitable, or will exchange the same for good real estate. Address "A. E.," care of Printers' Ink.

OUTFITS, with new or second-hand machinery the most value for your money. Cash or terms. A MERICAN TYPE FOUNDERS COMPANY. Branches in Boston, N. Y., Phila, Balto., Buffalo, Pittsburg, Cleveland, Clinn, Chicago, Buffalo, Pittsburg, Cleveland, Clinn, Chicago, St. Louis, Munn., Kansac City, Peuver, Frisco, Los Angeles, Portland (Orc.), Spokane, Dallas, Atlanta.

ADVERTISING MEDIA.

WOMAN'S WORK, Athens, Ga., 4 lines \$1.

WOMAN'S WORK, 50,000 proven, 25 ets. a line.

WOMAN'S WORK, Athens, Ga., 25 cts. a line for 50,000 proven.

A MERICAN HOMES, Knoxville, Tenn.; 1 yr. \$1, including 40-word ad. Disp. 15c. ag. line.

40 WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000. REPUBLIC-JOURNAL, Littleton, N. H. 2,800 circulation. Linotype composition. Send

A NY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

THE Rochester, N. H., COURIER, weekly, has the largest circulation of any paper in a manufacturing city having a population of 7.3%. A good country paper at a great trade center.

THE YOUNGSTOWN SUNDAY NEWS offers 1300 reward if they haven't got the largest circulation in that territory of 100,000 people. Rates, 20c. inch. Address NEWS, Youngstown, O.

DEACH OREGON, Washington and Idaho pro-pressive farmers via the Webfoot Planyes, the leading farm journal of the Pacific North-west. 5,000 copies monthly guaranteed. Write for rates and sample copy. They will interest you. WEBFOOT PLANTER CO., Portland, Ore.

THE TIMES-UNION, of Albany, N. Y, stands in I the front rank among the very best newpapers in the country. It has a wide circle of readers among the enterprising and thrifty classes of people. It is unequaled as an advertising medium. John H. FARRELL, editor and

A BOUT seven-eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. F. ROWELL ADVERTISING CO., 16 Spruce St., N. Y.

HARDWARE DEALERS' MAGAZINE, New Loss of the Month of the

T We publish the Naw York Musical Echo, consisting of 35 pages and cover-pages 12x14—containing portraits of actresses, vocal and instrumental music.

If you make you want them, we will give you take back page for your advertising and charge you ske cents a copy for the Echo. You could not give wwar anything to your lady outsomere that would be mere pleasing than the Naw York Musical Echo. Address Musical Echo. Address Musical Echo. Address Savannah, Ga.

A DVERTISERS' GUIDE. Newmarket, N. J., &c. line. Circ'n 4,000. Close 38th. Sample free. I'll the unique position of having attained the largest circulation in the field by the Hardware Dealers' Hadazene of New York has rejected to the second of the second stating the Hardware Dealers' Magazene had been for years connected with the hardware business, and, in consequence, possessed the advantage of an intimate personal knowledge, or "contact," with the field, an advantage seidon connected with trade journais. It is estimated to the seidon connected with trade journais. The seidon connected with trade journais. It is the seidon connected with the dealers of the seidon connected with the dealers of the seidon connected with the se

PRINTERS.

PERIODICAL printing. New type. KNICK-ERBOCKER PER. PRESS, 90 Fulton St., N. Y. IF you are a believer in printing that makes a hit, it will pay you to send your order to THE LOTUS PRESS, Frinters, 140 W. 23d St., N. Y. City.

J. E. RICHARDSON, printer to advertising agents and others requiring good work from good type and good ink. 349 Pearl St., N. Y.

EFFECTIVENESS considered, our type is much cheaper than any other. We give better quality, but make no extra charge for extra quality. Why buy even the second best when the best costs you no more! AMERICAN TIPE FOUNDERS COMPANY. Branches in all the principal clitics. Everything for the Printer.

ADVERTISING NOVELTIES.

A P.NOVELTIES, Ad Calendars. Write CLASP CO., Buchanan, Mich., for samples and prices.

OUR mailable bill hooks are business builders. Free sample and folders. AMER. BILL FILE CO., Ft. Wayne, Ind.

If Olt the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

THE Little for ten cents. GEO. C. BAKER, Albany, N. Y.

HE Little Entirely new idea.
Clipping Burean.
Distinctive and dignified.
Distinctive and distincti

AGRICULTURE.

I F you would reach the farmers, use the col-umns of Lippman's Almanac—one hundred thousand copies guaranteed, and the Memoraa-dum Books—two hundred thousand copies guar-anteed. For ten dollars we can give you an advertisement of four lines in the entire edition. These books have been published by us for twenty

years. LIPPMAN BROS., wholesale druggists, Lipp-man's Block, Savannah, Ga.

THIS is a history making period, and no editor or business man who desires a concles, accurate account of the events of the day can afford to be without CURRENT HENORY. Publishedquarterly, profusely illustrated, at \$1.50 a year. No library, public or private, is complete without this great historical review. Write to day for free specimen pages. Address CURRENT HISTORY, 5 Somerset St., Boston.

NEWSPAPER METALS.

THE "life" of linotype bars depends upon two things, the kind of handling they get and— more important—the kind of metal they're made of. Blatchford Linotype Metal and a careful pressman—nothing can beat that combination. E. W. BLATCHFORD & CO., 64-70 N. Clinton St.,

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK On., Ltd., 10 Spruce St., New York. Special prices to cash buyers.

ADDRESSES AND ADDRESSING.

SELECT list names of farmers in Northern Ohio, \$2.25 per thousand. JACKSON, the printer, 165 Main St., Akron, O.

CLASSIFIED ADDRESSES—Agents, invalids, trades, etc. Authenticity guaranteed. State class, quantity and secure rates. F. R. CARTER, Inc., 114 W. 34th 8t., New York.

FOR SALE CHEAP—The name and address of every farmer in Iowa, by counties and townships. Wonderful State, wonderful crops. Live list, just taken from assessors' books for next year's taxes. Over 200,00. Sold only to one firm in a line. Address at once Box 1107, Des Moines, Ia.

50,000 ADDRESSES of heads of families in Neb., Col. (outside large cities), obtained from State Building Registers at Trans-Miss. & International Exposition, Omaba. This is a carefully selected, fresh, reliable list, and they have money to spend. Best list obtainable in this territory, Sample sheets and raises for postal. Refa, Dun, Bradstreet. A. T. RECTOR, Omaba, Neb.

MISCELLANEOUS.

C END your name on a small postal for a sample of my Large Postal for advertisers. Largest and strongest on the market and only \$2.75 per 1,000. W.M. JOHNSTON, 10 Spruce St., New York.

66 DEST THING OUT." That's what families say who use the "every-day" article, needed everywhere, I offer to agents. Sells for 26 cts., profits large, exclusive territory. Samples with full particulars sent for 10 cents to pay postage, etc. J. W. SEARING, Fargo, N. D.

PILES cured quickly and permanently by Dr. Brown's Pile Cure. Used by many physicians in practice. Price 25 cents.

CATARRH and the headaches it brings relieved, and permanently cured. Hay fewer and asthma vanquished by Dr. Brown's Cure. Price 25c. PALD HAEDS and gray, faded hair cured. Month's trait 25c. All by mail. Address BROWN MED. CO., DEPT Y., Youngstown, Ohio.

GHEET music for advertising purposes—Hunderds of advertisers can each devise a dosen ways in as many minutes in which they could profitably useahest music for advertising or premium purposes if they could get the right music. We have the right music for every conceivable copyrights and reprints, vocal and instrumental. Paper and printing the best. Price, \$10 per 1,00 copies. Mailed to your customers direct if desired. Discounts for large quantities. For titles or advertising matter in colors the cost is slightly increased. If you have an idea requiring the control of the cost is slightly increased. Hyou have an idea requiring the control of the cost is slightly increased. Hyou have an idea requiring the cost in the control of the cost is slightly increased. Hyou have an idea requiring the cost of the cost in the cost of th

ADVERTISEMENT CONSTRUCTORS. JONES.

DIXEY, 150 Nassau St.

ONES, 101 World Bldg., N. Y.

L ET me prepare your stock letters. JED SCAR-BORO, 20 Morton St., Brooklyn, N. Y.

GILLAM & SHAUGHNESSY, Advertisers, 633 & 634 Temple Court, New York. Write.

THE world is your audience—can you talk to it! If not, get some one who can, MARSH, Box 943, Springfield, Mass.

'I'HK only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

S END your name on a small postal for a copy of my large postal. WM. JOHNSTON, Man-ager Printers' Ink Press, 10 Spruce St., N. Y. City.

DON'T worry over your catalogue. Use our book-let, "Catalogie." H. WILSON HOYT, 2 & 4 Elm Bt., N. Y.

I AM in the market for your advertising. Let me figure on writing, illustrating and elec-trotyping. M. P. GOULD, New Haven, Cons. Bend 10c, for "Meas."

CUGGESTIONS, ideas and sample ads; 19c, a copy; \$1 a year. AD BOOK, San Francisco.

THE ad on the back cover of the Ladies' Home Journal for September cost \$4,000. I de-signed and placed it there. CHARLES AUSTIN BATES, Vanderbill Bidg., New York.

WHO'LL write your ads, make sketches net And Lithograph or Print them too? See booklet. H. WILSON HOYT, 2 & 4 Elm St., N. Y.

THE ads of the New York Journal on the last I page of PHINTEHS'INK are examples of one sort of trade paper designs made in my art de-partment. CHARLES AUSTIN BATES, Vander-bit Bidg., New York.

I N McClure's and Munaey's you will find examples of my full page and half page magazine ads for E. Saber Pencii Co. and N. & W. Jenkinson Co. (Stogies). CHALLES AUSTIN BATES, Vanderblik Bidg., New York.

OUR printing has the stamp of originality, the merit of attractiveness. We try to give state of the printing that the printing transfer of the printing transfer of the printing transfer of the printing that the printing generally. THE LOTUS PRESS, printers of printing that makes a hig. 140 W. 250 Set., N. Y. City.

JOHNSTON attends to the whole business—
Juriting, designing and printing. I believe I
can get up an advertise ment or booklet or circular as well calculated to sell goods as any person
other man in the land for turning out the finished job. It is all done under my personal
supervision. I am always on deck myself. No
matter what you may want, write me about it,
send your name on a small postal for a copy of
Frinters' Ink Press, 10 Spruce St., N. Y. City.

printerw Ink Press, 10 Spruce St., H. T. City.

W. E. MAKE TYPE than attracts and each the conditions in typography. Our selection exceeds in extent the combined product of all other type foundries here and in Europe. Our designs are so superior that all the world is our market, Name a success in type and almost invariably we our branches in Boston, N. Y. Phila, Ballo, Buffalo, Pittaburg, Cleveland, Clina, Chicago, St. Louis, Minn, Kansac City, Denver, Prizeo, Fortland (Cre.), Los Angeles, Spokrane, Dallas, Atlanta, Agencies in Toronto, London, Madras, Melbourne, ERST, Adelaide, AMERICAN TYPE FOUNDERST.

THE profitable placing of advertising consists any what ought to be said in a convictory. Copy that says what ought to be said in a convicting way, Second in setting the matter in such type as will catch the eye and crabellishing the same with a picture if one can be determined on that will tell tion of papers that reach the largest number of the right sort of people and sell advertising space at a reasonable rate—not low priced papers; but those that are at the same time high priced and cheap on account of the great service stey can render. To secure these points for the advertiser Address THE GEO. P. ROWELL ADVERTISING CO., No. 10 Spruce St., New York.

I gladly send samples of my work and booklets that explain my methods, etc., to business men who ask for them.

CHAS. F. JONES, Writer and Illustrator of Advertising. Practical Advice on Eusiness Subjects. Suite 101, World Building, New York, U. S. A.

The Smallest Edition of the

Wichita

For Any Day During t Month of July was 16,00 The Largest Edition w

Southwestern Kansa

Is Our Undisputed and

We have spent twenty-five years to accomplish the dailies in this territory, but the Eagle Circulation is great statement every morning.

OKLAHOMA is teeming with a surplus of crops— KANSAS leads all the other states in the union in financial standing is equal to that of any other state in t Convention).

WICHITA is the largest Railroad Center and he o

R. P. Murdock, Bus

Sole Agen

The S. C. Beckwith

Tribune Bullding, New York.

nsas and Oklahoma

d and Undivided Field.

nplish this fact. There are several Associated Press in is greater than all of them. We verify the above

crops—wheat, cotton and corn.
union in wheat, with corn and oats to burn. Kansas'
tate in the union (so declared at the National Bankers'

nd he only Commercial City in the state.

Business Manager.

Agents:

ith Special Agency,

The Rookery, Chicago.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

EF Issued overy Wedneaday. Ten centen copy. Subscription price, five dollars a rear; in.advance. Six dollars a bundred. No back numbers. EF For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1801) the end of the century. Subscription from the contract of the contract of

Abventising Cares; Classified advertisements 5 cents a line; six words to the line; pear measure; display 50 cents a line; is lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for each with order.

OSCAR HERZBERG, Managing Editor.
PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET. LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, SEPT. 28, 1898.

THE Mail and Express claims to carry more advertising than any evening newspaper in New York.

NOBODY has yet attempted to deny that one of the most indispensable things in successful advertising is hard work .- Fame.

A NEW HAVEN correspondent of the Little Schoolmaster writes:

A week or so ago PRINTERS' INK reached New Haven, Conn., a little late. Mr. Booth, the genial advertising manager of the Register, was heard to say that he came very near firing the office boy, whom he suspected of taking the copy belonging to the office. Verily, PRINTERS' INK is read in a newspaper office, even from the least to the greatest. even from the least to the greatest.

SEARS, ROEBUCK & Co., the great mail-order house of Chicago, have just issued a sheet containing thirty-nine advertisements that they will use during the present fall and autumn. These announcements strike the Little Schoolmaster as effective enough to be worthy of study by other advertisers in similar lines.

MANY persons suppose the short notices of events in every-day life, which constitute the illustrated advertisements of R·I·P·A·N·S, are the outgrowth of the fertile imagination of an advertisement writer, but nothing could be farther from the fact. The pictures illustrate actual cases. The originals dresses are known.

BEGINNING with the November number, the New York Ledger will become a five-cent monthly, and thus secure a chance to retrieve some of the circulation it has lost in recent years.

MR. ANDREW GEYER, the publisher of Geyer's Stationer, New York, advertises for sale at twenty-five dollars a list of everybody that sells stationery in the United States and Canada, including department stores. There are 23,057 names in the list, about ten per cent of which come from New York.

Dons the price affect the class of readers a paper has as much as the character of the pa-per itself? Would a three-cent "yellow pa-per" die because it failed to secure subscribers?-Fame.

To put the question in more concrete form: If the New York Journal's price were raised to three cents per copy, would the Journal lose practically all of its circulation? And if the price of the New York 2 imes were reduced to one cent, would the Times secure the circulation that the Journal now enjoys? If not, why not?

IT is the consensus of opinion among advertising men that the illustrated advertisements of the Ripans Tabules are the most interesting and original of any series now running in the daily press. Merchants, brokers, bankers, professional men, admit that they always read every one of these pictorial stories just to note how the thing comes out. Since the picture advertising was adopted, the business of the Ripans Chemical Co. has increased so enormously that druggists in many cities assert that Ripans is now the best selling article on the

DR. JOHN H. WOODBURY has just closed a contract with Joseph W. Kennedy for \$10,000 worth of space in the American Woman and the Vickery & Hill lists.—Fame.

PRINTERS' INK of March 1, 1893, contained an article by Dr. Woodbury, in which he stated that the Vickery & Hill lists were among the publications giving him the best returns. Recently, when the doctor was asked whether his opinion had changed since then, he replied that he had always found the Vickery & Hill publications "paying" mediums, and was looking for more like them; that the best indication that his opinion had not changed was of each separate experience are people the fact that he had just made a conliving at the present time whose ad- tract for ten thousand dollars' worth of space in the list.

In the inquiry started by PRINTERS' INK as to who do the best advertising, the largest number of expressions of opinion have been in favor of Ripans Tabules. The nearest competitor is John Wanamaker. The reasons given for their selections by the voters are various, but in the majority of cases the writer indicates that the Ripans ads are best, because they have appealed forcibly to him. Most persons who mentioned other advertising as being best named Ripans as one of the six which were considered in making a final selection. All of which appears to indicate that the Ripans style has struck a popular chord, and that the advertisements are unusually effective in arousing interest.

VERY few modern periodicals undertake to stand sponsor for the things advertised in their columns. Yet the honest publisher acknowl-edges one ethical rule as applying to his dual relation to subscriber and advertiser—he will not sell his space to the recommendation of what he knows to be worthless .- Fame.

A railroad company, when it sells a ticket to a passenger, does not inquire whether he is of good moral character or whether he stays out late of nights -it simply asks that the person's appearance and actions while traveling shall be such as are not calculated to offend other passengers. In the same way a publisher should be concerned only in seeing that the advertisement is couched in such style and language as not to prove offensive to the other advertisers who are traveling in the same medium. To consider whether the article offered in the announcement is worthless to the public or not is no part of the publisher's province. Worth is relative, and what may appear of no value whatever to the newspaper man may be welcomed by a large constituency. If the publisher's private opinions of the worth of various commodities were to decide it as space, allowing the advertiser to circulation. the same medium.

"Commercial success is never the highest standard. There are other things worth having in journalism besides a great circulation. Influence is one. Power is a thing far dearer to a man of high ambition than money.—Geo. W. Smalley, in July Harper.

It is a marked exhibition of power

when a newspaper man who has a small circulation makes an advertiser think his columns worth more than those of another paper having ten

times as many readers.

THE owner of the Youth's Companion is a Mr. Ford, now an old gentleman of about seventy-five years, who pays very little attention to the conduct of the business, not having visited the office more than once or twice for a year or more. He keeps a close supervision of its affairs, nevertheless; and nothing important is done without his approval. The business affairs of the Youth's Companion are conducted by five men named respectively Mendel, Upham, Drake, Kelsey and Stocking. Some persons assert that Mr. Mendel gets a little nearer Mr. Ford than anybody else, although Messrs. Upham and Drake are relatives. At one time these three had practically the control, but later Mr. Kelsey was added to the counsel, and, perhaps, more for the sake of having an odd number than for conspicuous qualities, a place was also given to Mr. Stocking. Mr. Ford is very wealthy, he has always been a liberal man, but he keeps business and philanthropy quite separate. Those who have had dealings with him speak of a cold gray eye that looks through every proposition, and a manner that disposes of propositions quickly and finally.

At Mr. Ford's demise, which it is

hoped may be delayed for years, it is supposed that the great newspaper property, the Youth's Companion, will descend to his daughter, a Mrs. Hartshorn, who is the wife of the publisher which articles should be admitted into of the Household, which is also achis columns, the journalist who be- corded a prominent place among the lieved in vegetarianism could never ad- particularly prosperous Boston publimit a beef extract announcement, and cations. It is a significant fact, going the publisher who believed that indul- to sustain the view that at the present gence in stimulants was detrimental to time the weekly is in its decadence, health would be compelled to exclude that in recent years the Youth's Comall liquor advertisements. The only panion has withheld from the public way to sell newspaper space is to sell any definite statement of its actual The American Newsutilize it in any manner he pleases, paper Directory accorded it an averonly reserving the privilege to insist age issue of 572,746 copies in 1893, that in so doing he does not encroach but since then so large an output has on the rights of other advertisers in not been claimed, and just what the

edition has been is not known.

HOME TRADE ARGUMENT.

Office of EDWIN W. INGALLS Courier Block, 333 Union Street, Lynn, Mass., Sept. 19, 1898. Editor of PRINTERS' INK :

Can you refer me to any writings regarding the importance of "Trading at Home," or to any writer who makes a specialty of this argument? Very truly, EDWIN W. INGALLS.

A booklet called "Home Buyers," issued by Nathaniel C. Fowler, Jr., of Boston, Mass. (price unknown to us), consisting of an address to women, is just what you want. It contains the most convincing arguments to customers why they should do their buying in their home town PRINTERS' INK has ever seen. A merchant who distributes it among his homefolk will certainly induce them to think on the subject, even if they do nothing more.

A. WARD-HIS VIEWS.

The Religious Press Association uses a half page in the last issue of PRINTERS' INK to say good bye to the readers of that periodical and

good bye to the readers of that periodical and announce that its advertisements will no longer appear in its columns. It was characteristic of PRINTERS' INK to accept and print such an ad without explanation or comment.

Pame thinks PRINTERS' INK and the Religious Press Association are equally to be congratulated on the withdrawal of the latter from the former's columns. Certainly, if PRINTERS' INK has not the moral courage to refuse the money of dealers who advertise goods which it money of dealers who advertise goods which it has proclaimed practically worthless, it ought to be thankful when the matter is taken out of its hands and the ads are withdrawn

Very few modern periodicals undertake to stand sponsor for the things advertised in their columns. Yet the honest publisher acknowlcolumns. Yet the honest publisher acknowledges one ethical rule as applying to his dual relation to subscriber and advertiser. He will not sell his space to the recommendation of what he knows to be worthless. It is this ethical rule which PRINTERS' INK ignores, and by ignoring becomes a little schoolmaster whose ways demand the attention of the school trustees.

At a meeting of the Sphinx Club, held on the evening of November 10, 1897, Mr. Geo. P. Rowell said:

"There is not a weekly paper in existence to-day, asids from the class journals, that a judicious advertiser can afford to use."

younclous advertiser can afford to use."
Yet, in the same issue of Printrars' Ink in which was printed the above Sphinx Club remark, Mr. Beals used a page for the Atlantic Coast Lists to say of the local weekly: "Nothing else takes its place—nothing can." Mr. Richardson took a page to tell how the Elmira Telegram "pays advertisers and brings results." A page wast used to broom the Climan. Telegram reigram pays anvertisers and orings results." A page was used to boom the Chicago Weekly Dispatch. Other weeklies advertised were the Texas Baptist Standard, the Portland Transcript, and the Religious Press Association list.—Ward's Sapolio Monthly for September

Mr. Ward might have added one more to his list of inconsistencies by pointing out the fact that PRINTERS' INK itself is published weekly.

IN England the advertising agent is called an "advertising contractor."

TO ELIMINATE THE UNIM-PORTANT.

Office of "JOURNAL OF APPLIED MICROSCOPY."
ROCHESTER, N. Y., Sept. 16, 1898.
Messrs. George P. Rowell & Co.:

GENTLEMEN—The American Express Com-pany has just handed to us your American Newspaper Directory, and we find our advertisement inserted as per contract, with the exception that you have the subscription price \$1.25 per year instead of \$1 per year; \$1.25 to foreign countries. Kindly correct this in the

next edition

Me would say, however, that so far as we can see you have failed to classify us in Part II. of your book. Do you not consider the Yournal entitled to be listed among publications having over 1,000 circulation? We are earnestly striving to obtain the attention and patronage of general advertising, and it seems to us that it is an unjust discrimination to shut us out of this an unjust discrimination to shut us out of this catalogue, which is no doubt consulted by the general advertiser almost exclusively; if reference is made to your book at all. We have also searched in vain through Part IV, of catalogue of class publications. Our Yournad should be classified under educational publications, page 1262, as the majority of its circulation is among college, university and high school professors, and the matter published is intended to ald them in their work. It should also be classified on page 1278, under the head of scientific publications, as it deals exclusively with the sciences involving the use of the microscope, also on page 1277, under miscroscopy, as scope, also on page 1277, under miscroscopy, as it is exclusively devoted to microscopical sci-

it is exclusively devoted to microscopical sci-ence. We also issue, beginning this month, a Spanish-American edition, which we would like to have classified on page 1332. We beg to add, in a perfectly friendly way, that we have subscribed for your Directory for the purpose of using it to aid us in selecting mediums for advertising our goods and for the class of advertising in which we are particular-ly interested—vix. medical and scientific puby interested—viz., medical and scientific publications. We have found it most sadly defilications nearions. We have found it most sauly den-cient both as to completeness and convenience of arrangement. We have a better list of med-ical journals, which have been sent to us from time to time, soliciting our advertising, than perhaps in your book, and when we want to look up rating of some of them for placing an advertisement we are at a loss because we can

not find out.

not find out.

If all the publications which come to your hands for cataloguing are treated as ours has been, we do not wonder at the deficiency, and are led to inquire what value the publisher is going to obtain from advertising space in your Directory, or what value the advertiser is to obtain from it as a reference book? Is it the intention that we ought to subscribe to your confidential information bureau and get a report of every one of those journals that we may want to use? Yours truly. Yours truly,

Publication Department, Baush & Lomb Optical Co.

Per L. B. ELLIOTT, Mgr. When the editor of the American Newspaper Directory had his attention called to the above criticism, his defense was the rule by which he is guided which prevents him from classifying a paper until it has been accorded a circulation rating of 1,000 copies or more in the catalogue portion of the book. The theory under which he proceeds is that in this age of multitu- forth, and particularly of how long dinous journals the paper that does standing. The feelings experienced are not get credit for a regular issue of a more desired than the mere naming of thousand copies, which is the adver- the disease. tiser's unit of value, is not of sufficient when told, indicate a malady quite difvalue to be worthy of a place in ferent from that the patient was supa classified list. If a paper actually posed to be affleted with. The testidoes issue the requisite edition, and its monial should not fail to tell how publisher exhibits the facts in a de- R·I·P·A·N·S were first brought to notailed statement of actual issues for an tice, and if they were found too marked entire year, then the position is accorded.

TESTIMONIALS FOR ADVER-TISING PURPOSES.

At the offices of the Ripans Chemical Company a well established system is pursued for sorting and sifting the multitude of testimonials that are daily received concerning the excel-lence and effectiveness of that much advertised remedy-R·I·P·A·N·S. The advertising of the company is mainly confined to exploiting a low-priced packet which is asserted to be intended for the poor and economical, the purchaser receiving a carton containing ten Tabules for the unprecedentedly low price of five cents. Twelve of these little packets, bunched into a larger one, are sent by mail, postage paid, for 48 cents, and may be had of druggists at the same price. In every one of the packets containing a dozen cartons there is a little book in which is told the story of the origin of R·I·P·A·N·S, together with comments made by a large number of physicians hibited, and on the last page is a picture of a little mantel clock, and the that his fears are unfounded. reader who procures and sends a satisfactory testimonial of a real case where R·I·P·A·N·S have been found beneficial, together with proper indications of genuineness and good faith, is promised one of these clocks as payment for the service. No two persons ever have exactly the same experience to relate, and patients who are benefited are invited to write out the peculiari- matical error, and believe it was good ties of their own experiences in as much detail as possible. Each testi- Schoolmaster assures Mr. Jones that no monial or statement is signed so as to subject is ever made clearer by grammake verification possible.

The person who has been benefited, and has shown a willingness to give testimony, is invited to tell name, age, sex and occupation, place of residence, and for what ailment R·I·P·A·N·S were taken. As many particulars as possi- year's installments of "Store Manageble descriptive of the trouble are set ments" to dispel.

Sometimes symptoms, in their action at first, it is interesting to know in what way; and if at first they appeared to fail of producing a beneficial result, that, too, should be told, and how soon a change was noted.

Sometimes a drug clerk, or a friend of the patient tells the story, but the name and address are always required, so that a verification of facts may be possible if desirable. Truth is the substantial basis of every valuable testimonial. It is impressed upon patients that it is not necessary that the communication should be handsomely written or expressed in faultless grammar. Errors in spelling or the omission of punctuation points do no harm. All that is required is that what is said be so written that it can be read, and the story told with sufficient attention to detail and with absolute fidelity to truth. The more detail the better.

UNDER the title of "The Goddard Imbroglio" in this issue is given the story of how a publisher seeks to escape fulfillment of a contract because of fear of losing his second-class right. to whom the formula had been ex- If he will read the article on page 20 of P. I. of Oct. 16, 1895, he will see

> MANY a good ad has been written in mighty bad English, but it would have been a better ad had it been written in good English.—Ad Sense, Chicago.

In Mr. Jones' pages in this issue he says: "If, by making a grammatical error, I could make the subject that I am talking about clear and more practical, I would gladly make that grambusiness sense to do so." The Little matical error. It may be foolish to give undue importance to proper English forms, but it is equally foolish to ignore them altogether. It gives people an impression of the writer's ignorance that it would be difficult for a whole

"SCAPA'S" WORK INEFFECTIVE?

The Society for Checking the Abuses of Public Advertising does not appear to make much headway. We see no perceptible diminution in the number of ugly boards bearing advertisements of pills, powders and so forth, that have so long disfigured the countryside served by the principal railways. Nor do we anticipate that land owners and advertisers will forego the profit attaching to the gentle art of defacing nature. We are a commercial people not prone on sentimental grounds to throw away opportunities of making money. Hence we can not imagine that the check which the society named is endeavoring to put on the "abuse" of advertising will have any effect at all. Those people who cry out against these horrible boards may nevertheless derive some consolation from the fact that some continental countries are just as badly off as we are in this respect. A writer in a contemporary points out that the Righi, the Teufelstein, the country between Calais and Marseilles, the Rhine and the waters between Bingen and Cologne are simply so many vast advertisement areas. It is said that the Cologne Gasette—a very powerful paper—protests against this desecration, and suggests the formation of a society for suppressing the nuisance, such as we have in England. If the German Society, when it is formed, does not meet with more success than the English institution, it will not have achieved much.—Photographic Ways, London.

GUARANTEEING ADVERTISERS.

A newspaper can not be responsible for its advertisers, nor can it properly give them editorial indorsement. Well managed papers look to their advertisements and reject those which they deem improper. Here their accountability to subscribers begins and ends. As to the advertiser, if he have a good reputation the editor can not add to it by his individual indorsement. If his character be bad, the editor would be guilty of a most serious offense if he declared it to be good. The editor may not discriminate. If he give indorsement to one he should give it to all. The latter he could not do, because all are not equally worthy of confidence. He sells space and gives the advertiser the benefit of his circulation. As the advertiser uses the space along his own lines he can not properly find fault. The business of indorsing would soon run into the ground and become valueless if it were made general.—Newspaper Maker.

IT IS FORBIDDEN.

Section 462 Postal Laws and Regulations, forbidding postmasters to furnish lists of the persona receiving mail from their post-offices, must be observed underall circumstances. This prohibition also extends to the wives of postmasters and other members of their families, and they will see that such information is not supplied by any one of them. When a request for such information is received, accompanied by a postage stamp or stamped envelope to prepayment of return postage, the postmaster should return such postage stamp or stamped envelope to the writer, under cover of a penalty envelope, at the same time politely advising him that he is forbidden by the regulations of the department to convey the information desirted.—Postal Guide.

A GOOD SUGGESTION.

I think it would be interesting to know just what an ordinary workingman thinks of a Beardsley poster. If a hod-carrier could be induced to hold forth on the subject, what an interesting talk it would be to those interested in the effect of this style of ad.—Pame.

NOVEL SUGGESTIONS.

Some bright suggestions come among the many new ideas offered to the Monsoon Tea Company for advertising their Monsoon Indo-Ceylon tea. The latest is the use of the horse-less carriage, or auto-motor, with carriage body designed to represent the original Monsoon Tea package as sold in the stores, but enlarged about a hundred times. And this novel vehicle is to serve as the Monsoon, Tea delivery carriage. The trouble with these new advertising suggestions is that they fall in the most important object sought. They all lack the earnest assertion necessary to convince people of the fact that Monsoon excels all other package teas in purity, flavor and substance, which is proven so perfectly in the first sip of Monsoon Tea.—London (Can.) Advertiser.

ADVICE TO PUBLISHERS.

The advertiser has as much right to know the quantity and quality of the circulation of the paper in which he advertises as the publisher has to know that he is getting full weight and full quality when he receives a consignment of print paper. Make your rates fair, stick to them, hustle for ads, make your circulation known to those who pay for space and you will be more likely to get business.—New England Editor, North Adams, Mass.

DISTINCTIONS AND DIFFERENCES.

Department store adwriting requires no literary skill whatever. A brief introduction, as often a mere phrase as a sentence, introduces an array of prices, which bear the brust of the battle. The man who can do this sort of advertising well would probably be embarrassed were he to write a booklet; while the booklet man would regard the department store man's work as largely clerical.—Fame.

SOUNDS STRANGE-IS TRUE.

Didit ever occur to you that the adwriter must have exactly the mental equipment of the first-class humorist? He may not and need not be a writer of humorous ads, but that peculiar gift of noting the fancies, foibles and yearnings of mankind and of deftyy playing upon or catering to them, must be his in eminent degree, and if it is not he is scratching off biling guess-work.—Pyess and Printer.

In the trade paper the advertiser offering something special to the trade represented has his "game," so to speak, directly before him. Every shot he sends forth hits the exact mark.—Fame.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

CONNECTICUT.

THE DAY, New London, prints its circulation figures daily. Average 4,500.

GEORGIA.

OUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 22,000 monthly. Covers South and Southwest. Advertising rates very low.

SOUTH CAROLINA.

'I'HE COLUMBIA REGISTER—daily and weekly with the only daily paper in South Carolina giving a sworn and detailed circulation statement. (See Ayer's Directory). It is the best family newspaper published in the State. That's why it pays to advertise in The Registers.

WISCONSIN.

THE WISCONSIN AGRICULTURIST, Racine, Wis., is the only English general farm paper printed in the State. Reaches more prosperous Wisconsin farmers than all others.

Displayed Advertisements.

30 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

THE

A MODERN NEWSPAPER.

HAS NO RIVAL IN THE GREAT SOUTHWEST.

It is printed every day in the year at Phoenix, the liveliest town of its class in the United States.

For particulars see

H. D. LA COSTE,

38 PARK ROW,

NEW YORK.

"CHILDREN HAVE MOTHERS."

IT IS PROFITABLE

To advertise in

LITTLE MEN AND WOMEN

any article which is used in the household, because these magazines are read to the children by their mothers, and the mothers are the buyers.

CHARLES E. GRAFF, Publisher, 100 William St., New York.

ADVERTIS

IN THE LEADING HAVANA NEWSPAPERS IF YOU WISH RESULTS!

GEORGE EUGENE BRYSON PROMOTER AND ADVERTISING AGENT, (HOTEL PASAJE,) HAVANA,

(HOTEL PASAJE,) HAVANA,
Can obtain for you lowest rates from La
Lancha, El Diaria de la Marina, La Discussion, El Pais and other dallies circulating
of Finar del Rio, Matanzas, Sania Chara,
Puerto Principe and Santiage de Cuba.
No charge to patrons for translations from
English. Correspondence solicited.
LE References: General Bradley T. JohnLE References: Home J. Diarke, Gerral
Elder, Politica, J. Clarke, Gerral
Elder, Politica, Politica

WANTED.--Case of bad health that R-T-Y-N-S will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.

THE EVENING CAL

LAFAYETTE, INDIANA,

is the best daily newspaper in America for the size of the town. It is typographically bandsome, accurate and reliable. Member Associated Press. It has more home advertising and foreign adver-tising than any other evening paper in its field. It brings results. It is read by all classes.

The Great Lakes Territory

is covered fully by

The

Detroit Suns

Drop us a postal for rates.

Detroit Suns. Detroit, Mich.

IS HERE.

The opening of the fall season is now at hand. All indications point to good times.

Plenty of money has been distributed

throughout the country during the last few Crops are good and there are plenty of

hungry people.

Money that has been tied up will now be

invested. The opportunity to secure your share of this money presents itself now.

Are you alive to the possibilities of your

opportunity?
Your best salesman is your advertising

and printing matter.

Is the advertising and printing matter you send out the very best in matter of preparation and execution?

If not, write me, sending samples, and I will tell you what should be done, also give estimate as to probable cost.

I believe we are to have a very prosperous season this fall.

I am out for my share of all that is going. My business is to do your printing. Can you use my services?

> WM. JOHNSTON, Manager Printers' Ink Press, 10 SPRUCE ST., NEW YORK,

Daily Newspapers For Sale

A company printing a morning and evening paper with both Associated Press franchises desires to sell its stock.

BOTH Papers are on a Paying Basis, Free from Debt.

\$25,000 INVOLVED IN DEAL.

Equipment includes Web press, leased linotype machines, stereotyping outfit, electric motor, advertising type, etc. Location is good—city with a fine tributary field.

Present stockholders have good reasons for retiring; will retain minority interest if desired. Address

A. H. STACK,

Marquette Building, Chicago, Ill.

The Right Circulation. THE INLAND has now a circulation of over 120,000 guaranteed. Proof of which will be given before pay is expected for advertising done. Post-office Receipts, Paper Mill Account, Press Rooms, Subscription Lists, are all open to advertisers.

The Right Principle. Any savertisement can be discontinued at any time for any reason. Paying only for space used. We rely wholly on making the advertisement pay you to hold your business. We have been told repeatedly that this was poor policy; it might be for some papers out not so with us. Our advertisers don't want to quit, they admire the rairness of the proposition and tell others. As a result

our patronage increases; so far this year our advertising is over 100 per cent greater than for same perriod last year—that's what talks.

The Right Features.

THE INLAND is a religious and home journal combined. Besides our editorials on Timely Topics, Home Departments. Floral Suggestions, Stories, Cartoons and the best of general articles, we have the Sunday School Lessons, Junior Topics



and Prayer Meeting Less on and and Prayer Meeting Less on an The Last Less of the Less of

The Right Price. Rate—Reading Notices or Display, 50 cents per line. It does not cost a fortune to try The Inland, but it may help make one.

THE INLAND, THE MOST POPULAR PAPER OF ITS KIRD IN THE WORLD.

NEW YORK: 500 TEMPLE COURT. St. Louis, Mo.

CHICAGO: BOYCE BUILDING.

F. E. MORRISON, SPECIAL REPRESENTATIVE.

IT LEADS ALL RIVALS.

THE VANCOUVER (B. C.)

WORLD

Daily and Twice-a-Week,

has a larger aggregate weekly circulation than that of any other two newspapers in British Columbia combined. It is recognized as the best advertising medium in the Northwest.

Send for Sample Copy and Rate Card. Address

THE WORLD, VANCOUVER, B. C.

"HOLD ON"



If you are using a medium that does not pay, change to one that does pay. Progressive business men are open to conviction.

A really paying medium is, at times, found where least sought. No one remains a doubter as to its high merits, who has advertised in

THE AMERICAN

School Board Journal

New York, Milwaukee, Chicago,

To Get Customers.

Advertise in their favorite family paper,

THE EVENING JOURNAL

of Jersey City, N. J.

Average Circulation in 1897. - 14,756
Actual Average Circulation for Nov., Dec. and Jan., 15,407

Toledo Daily News

circulation guaranteed to be larger than any other Toledo daily.

For advertising rates and sample copies address THE NEWS, Toledo, O.

Avon

Andover

Buckland

Burnside

Collinsville

Berlin & East Berlin

Bristol

A New Home

Chaperone Magazine

The "Chaperone Magazine" has The "Chaperone Magazine" has purchased the ground and four-story building at 2817 Locust Street, St. Louis, Mo., which is being completely remodeled for offices. In addition to which, a new printing office, 20280 feet, four stories high, is now being errected. This will give us a combined floor space of over 25,000 square feet. The growth of the "Chaperone Magazine" alone demands these buildings and the printing office will be

Magazine "alone demands these build-ings, and the printing office will be equipped with the most modern press-es and machinery. There are only five magazines in the United States that own their own building and printing plant. The "Chaperone Magazine" of St. Louis is one of the five.

For rates, sample copies, address Home Office CHAPERONE BUILDING. 2811 Locust St., St. Louis, Mo.

WILL YOUR AD PAY?

For six insertions (one-third off for trial ads), and if returns are not satisfactory, there is no use of your trying that ad in any other paper unless it is rescritten. Consider it an excellent advertising medium.—Schmelzer & Sons Arms Co., Kansas City, Mo.

Best medium we ever tried.—Dickson (Tenn.) Normal College.

We expended \$138 for an ad in a leading monthly publication, and received \$6 replies. Same ad in the YouTri's ADVOATS, which cost us only \$8, brought us 287 replies up to this date.—T. S. Clark, President of the Manuscript Review Co., Norfolk, Va.

Calls for catalogues through Youth's ADVOCATE surpass all other papers we have tried.—Burritt College, Spencer, Tenn.

We regard it as one of the very best adver-tising mediums.—K. V. Zollars, Prest. Hiram College, Hiram, Ohio.

The extent of the effectiveness of the Youth's Advocats as an advortising the property of the transparence of the Youth's Advocats as an advortising the property of the transparence of the Youth's Advocation of the Youth's Adv

The following towns contribute to the success of all advertisers in the

Cromwell Chester Canton Clinton, Conn. Deep River **East Hartland East Hartford** Elmwood East Windsor HIII **East Granby Enfield Bridge** Essex Farmington Forestville Granby Grove Beach Goodspeed's Hartford Hazardville **Highland Park** Haddam Higganum Hockanum Hopewell, Glastonbury & South Glastonbury Ivoryton Meriden Madison Moodus Middletown Manchester Green

North Manchester

New Britain

New Hartford North Bloomfield Niantic Parkville Pine Meadow Pogueneck Portland **Plainville Plymouth** Rockville Rocky Hill Rainbow South Manchester Suffield and Boston Savbrook Shallorville Silver Lane South Windsor Scitica South Willington Southington Simsbury Thomaston Terryville Tariffyille Tolland **Talcottsville** Thompsonville Unionville Vernon Wapping Weathersfield Westbrook Windsor Locks Windsor Warehouse Point **West Hartford** Winsted and East Winsted Willimantic.

Rates and sample copies sent on application to

THE HARTFORD POST. Hartford, Conn.

I have been in the successful Department Stores of New York and Brooklyn for? years as Advertising Manager. I carefully watched their methods and studied their store Ruises. From these studied in the studied in the studied in the big money making stores. These subjects of the big money making stores. The big money making stores are the big money making stores. The subjects of the big money making stores are the subjects of the big money making stores.

I have been in the successful Manager. From the subject of the big making store in the subject of the big money making store.

I have been in the successful Manager. From the subject of the big making store in the subject of the big making store.

I have been in the successful Manager. From the subject of the big making store in the subject of the big making store.

I have been in the successful Manager. From the subject of the subject of the big making store.

I have been in the successful Manager. From the successful Manager.

Sam E. Whitmire

150 Nassau St., New York City.

PROGRESSIVE BUSINESS MEN

Advertise in THE ARGUS



THE ARGUS COMPANY, Albany, N. Y. James C. Farrell, Manager

The Western World.

We have many inquiries from advertisers who do not know the WESTERN WORLD for more detailed and specific information than is found in the directories. For the past eleven years and up to Jan, 1897, the WESTERN WORLD was published in the interests of one firm, and no outside advertising solicited. Since then a new corporation has been formed and we are pushing the paper in every conceivable way known to modern push and endeavor, and the WESTERN WORLD is meeting with such success, both in subscription and advertising, as to warrant us in hoping for a quarter of a million list within a very few years. We have our own office outfit—four presses, stitchers, cutters, type, etc., run by steam power, which enables us to produce the WESTERN WORLD at very low cost and in such numbers as an not fail of binioning good textures. Any advertiser is a neefect liberty to withdraw an not fail of bringing good returns. Any advertiser is at perfect liberty to withdraw advertisement if in his opinion the returns do not warrant a continuance to the end of contract. We aim during the year to cover with extra sample copies such territory as our regular subscription list does not reach, thereby reaching every State in the Union in a more or less degree. Soliciting your patronage, we remain, sincerely yours,

THE WESTERN WORLD, 88 W. Jackson St., Chicago, III.

Through your agent or direct.

Your List is Incomplete

for the coming season's advertising if it does not include The Superior Leader. Only morning and Sunday paper in the second city in Wisconsin. Published every day in the year. Average circulation last six months, 3,556 Daily; 4,390 Sunday. Let us figure with you.

THE SUPERIOR LEADER, West Superior, Wis.

"Two heads are



This Head

will do for you what you haven't time to do for yourself—

Create ideas for your lithographing and printing—

Make your advertising matter attractive.

If an illustration is needed whether it be a simple black and white creation or the most gorgeously colored

scheme, this head will plan it and plan it so carefully, so thoroughly, so artistically, that it will be not only a pleasing picture, but a bold advertisement as well. For this head has had a long experience in just such work. It has originated many of the best known advertising ideas used by the best known advertisers. It isn't a big head by any means. It can do only a few things well—outside of these few things it is a very ordinary head—but it has made a success in the things it can do and it wants to do those things for you.

If there is any writing to be done, any terse, vigorous reading matter needed to convince the public that your goods are the goods it should buy, WOLSTAN DIXEY will use &is head to originate it for you.

The Gibbs & Williams Co.,

18 and 20 Oak Street, New York,

better than one"

This Head

knows how to complete the work the other head originates. It knows a lot about the lithographing and printing business—not simply theoretical knowledge, but practical knowledge as well.

It has acquired this by working up from the foot of the ladder, getting many hard knocks and raw



experiences, but always absorbing information which now stands it in good stead. This head knows that good work is the only kind worth doing, and it never uses cheap paper, cheap ink or cheap labor at a customer's expense. It has made some mistakes, to be sure, but it has brains enough left in it to profit by those mistakes and to avoid them on any orders it may receive from you. The owner of this head has kept it actively and profitably engaged in this line of business for many years—you couldn't do better than to engage its services on your next order.

We want to hear from advertisers of every description, spenders of large amounts or small amounts; their own money or that of their employers. Isn't it worth a postage stamp to find out what we can do?

Lithographers and Printers,

Cor. New Chambers. Telephone 2085 Franklin.

THE

MEXICAN HERALD

The Largest and Best Newspaper in Mexico.

Guarantees a circulation exceeding the combined circulations of all other publications printed in English in the Republic,

THE HERALD is a seven column, eight page paper, published every day in the year in English—in English because English is read in Mexico not only by the large number of American and English residents, but also by the BEST classes of Mexicans, Spaniards, Germans and French. THE HERALD reaches the wealthy people of Mexico—the people who buy imported goods. It is the best mail order medium in Mexico, for United States products. An advertisement in THE HERALD will increase a resident agent's sales. If you have a representative anywhere in the Republic ask him about THE HERALD.

Associated Press Dispatches.
All the News of Mexico.

A postal card request will bring you a sample copy, advertising rates or honest information about the possibilities for your business in this field.

THE MEXICAN HERALD

BY

THE MEXICAN PUBLISHING CO., Ltd.,

City of Mexico, Mexico.

PAUL HUDSON, MANAGER.



If your advertisement appeals to ladies, an opportunity to speak to the wast number who read THE LADIES'

WORLD should certainly interest you, and being able to address an audience of this magnitude at the low rate charged for space in THE LADIES' WORLD should convince you that a specially good opportunity is now offered.

Our New Map

Shows the circulation of THE LADIES' WORLD by States. Will be sent to any advertiser upon application.

S. H. MOORE & OO., Publishers, New York.

Best he ever used

Office of the "WREKLY ARGUS," BENTON, Pa., April 3, 1898.

Printers Ink Jonson:

DEAR SIR—Inclosed find check for \$5—for which ship me a keg of 100 pounds of your grand news ink, the best I have ever used, even at double and treble the price, in my 30 years' experience in publishing and printing a newspaper. I have mislaid my price list, and I can only order from memory, and I think check is correct. If not advise me quick, as we are in want of the ink for our next week's edition. Ship via Phila. & Reading Railway fast freight.

Yours truly,

W. H. SMITH.

Mr. Smith is a well known publisher in the State of Pennsylvania, and his testimonial is not based on idle gossip, but on the knowledge acquired by his many years in the business, and his knowing of a good article when he uses it.

He was induced to buy from me through my advertisements in Printers' Ink, and considers himself quite fortunate in falling across my path. If any of my customers are not satisfied with my goods, I am always willing to buy them back and pay all transportation charges.

My prices for news ink are as follows:

500-lb.	barr	e	ı	s			0	۰	é	0			·			. 5	\$20.00
250-lb.	kegs	١.	,														11.25
too-lb.	44																5.00
50-lb.	44					0						0					3.75
as-lb.	44																1.80

My job inks are the finest in the land and are sold at 25 cents a 1/4-lb. can. Carmines, Bronze Reds and Fine Purples are sold at 50 cents a 1/4-lb can.

Send for my price list and printed specimens. Address

PRINTERS INK JONSON,

8 Spruce Street,

New York.

SEND me two dollars, along with your booklet, or circular, or catalogue, and I will tell you why it is good or bad, and how to make the next one better.

Send me two dollars, along with a batch of your trade paper, magazine, or newspaper ads, and I will send you a critical opinion of them, with suggestions for their improve-

Through my \$2 letters of criticism I have made the acquaintance of several hundred bright business men. The \$2 is exacted simply as a guarantee of good faith. It furnishes a business man a good excuse for asking my opinion and advice on his catalogue or booklet or circular, trade paper or magazine or newspaper advertising, and it proves that he is not looking for "something for nothing." Send the \$2 with the catalogue.

ment, if improvement is possible.

CHARLES' AUSTIN BATES, Vanderbilt Building, N. Y.

The designs used by the New York Journal on the back page of Printers' like are all made in my offices.

Last Call

AFTER THE OCTOBER ISSUE, THE RATE OF THE

AMERICAN WOMAN

Will be \$2.00 per line, agate measurement.

500,000 Circulation

Each Issue Guaranteed.



Contracts Commencing in the October Issue can be continued t.f. at present rate, \$1.60 per line, for all or part of the next twelve months.



"THE PROOF OF THE PUDDING."
"Brings More Business Than Any Other Paper,"

Mr. Joseph W. Kennedy, Adv. Mgr. Vickery & Hill Co.

DEAR Sir: In response to your inquiry about our experience in advertising in The American Woman, would say that we have been using it regularly for the past ten months, and during this time we have used many other prominent mail order journals. We have found The American Woman to bring us more business than any other paper of this class that we have used. We take pleasure in informing you that we are well satisfied with our returns from The American Woman, and that we shall soon place another yearly order for our advertisement through Mr. A. J. Wilson, who has charge of our advertising.

our advertising.

Wishing you continued prosperity, we are.
C. W. STANTON CO.
C. W. STANTON, Pres't.
(NOTE—Yearly order from A. J. Wilson for the above firm arrived as copy was being prepared for Printerses' Ink. J. W. K., September 7, 1889.)



SEND YOUR ORDERS THROUGH YOUR AGENT OR TO

THE VICKERY & HILL CO.

520 Temple Court, - - New York City.

JOSEPH W. KENNEDY, Manager of Advertising.

We are the pioneers of

real Elevated Railroad advertising

and placed the large racks in the

Brooklyn "L"

Because our years of practical experience in advertising had demonstrated that any card less than 16 x 24 inches in a car about forty feet long would not give an adequate display. We have been imitated and followed—but somehow they don't "get there." :: :: The Brooklyn "L" beats 'em all and always will—lowest rates, too.

Geo. Kissam & Co.

253 Broadway, - - - New York.

Contract Expand.

That's a business paradox of ours.

You contract with us to expand your business.

Street Cars.

GEO. KISSAM & CO., 253 Broadway, N. Y.

CUTELIX

is invaluable in the nursery and sick room. Baby's delicate skin should never be subjected to the injurious action of the chemicals used in saponifying soap grease, nor should an invalid's strength be unnecessarily exhausted by bathing with soap when Cutelix will provide all the cleansing possible and in addition produce a stimulating and exhilarating effect.

CUTELIX CO.,

253 Broadway, New York.

Important to Advertisers

FOR NEARLY A QUARTER CENTURY

Frank Leslie's

Popular Monthly

at 25 cts., \$3 per Year, has been in the Front Rank of Periodical Literature.

67:5:0

Beginning with the

NOVEMBER NUMBER, PUBLISHED OCTOBER 20,

The price will be changed to

10 cents; \$1.00 per year

and we believe will command, by its intrinsic merit and attractiveness, the leadership of American illustrated magazines.

INCORPORATION.

NEW PLANS.

Ample capital and experience. Frank Leslie's Populations, it has maintained, and, at times, increased its former circulation. These comparatively good results having been accomplished with the price kept at 25 cents, it is reasonable to ssume that a much larger circulation and a wider field of usefulness is open to Frank Leslie's Population and a wider field of usefulness is open to Frank Leslie's Population and a change this fall both in the price and size of the magazine.

Important to Advertisers

MRS. LESLIE'S RETURN
TO EDITORSHIP.
The return of firs. Frank Leslie to an active participation in this business is being received with expressions of approval and pleasure by her thousands of friends throughout the country. Her literary taste and added strength to the old house in its modern enterprises.

NEW PRINTING

We have now equipped this establishment with an entirely new printing and binding plant of the most modpaper and illustrative material, enables us to give a better magazine for less money.

SOME OF THE CONTRIBUTORS:

WILLIAM DEAN HOWELLS, EDGAR FAWCETT, MARGARET E. SANGSTER, ETTA W. PIERCE, MRS. FRANK LESLIE, WILL ALLEN DRUMGOOLE, FLORA ADAMS DARLING, WALTER CAMP.

FRANK R. STOCKTON,
LOUISE CHANDLER MOULTON,
GEO. EDGAR MONTGOMERY,
EGERTON CASTLE,
COL. A. K. MCCLURE,
LILLIAN WHITING,
MARTHA MCCULLOCH WILLIAMS,

and many other noted and popular writers.

THE 6EST FRANK LESLIE'S POPULAR MONTHLY will in all 10-CENT MAGAZINE. respects be made one of the brightest and best lillustrated 10-cent magazines in the world—none better. The best known authors and artists will contribute to its pages, and the highest standard of printing will be apparent.

The Editions for November and December

will each be not less than

150,000 COPIES GUARANTEED

ADVERTISING RATES

For a Limited Period.

Per Page (51/4 x 8 inches, 224 Agate lines), \$200. Half and Quarter Pages pro rata.

Time Discounts: 5 per cent for 3 months, 10 per cent for 6 months, 20 per cent for 12 months.

TO ADVERTISERS contemplating the use of magazines we will gladly send a specimen number of Frank Leslie's Popular Monthly in its new and improved form, when published, if Printers' Ink is mentioned.

FRANK LESLIE PUBLISHING HOUSE,

MRS. FRANK LESLIE, President.

FREDERIC L. COLVER, Treasurer.

Founded 1855; Incorporated 1898.

141-143 Fifth Avenue, New York.

THE LARGEST AND BEST FIVE-CENT MAGAZINE

Each number is worth double the cost price—128 pages for only 5c.

Che Half Hour

Complete Stories, Poems, Serial Stories, Editorial Comments, Correspondents' Department, Music and fine Illustrations.

No cheap magazine gives advertisers as large return.

Make your contracts now and secure the benefits of the exceedingly low rates.

Advertising agents will quote you prices, or address us.

Copies of the "HALF HOUR" on all news-stands.

Send for Sample Copy.

George Munro's Sons.

17 to 21 Vandewater St., New York.



We desire to express our appreciation of Printers' Ink as an advertising medium. Not long since we inserted a small notice therein to the effect that we had for sale at a low price a couple of hundred cuts, comical and otherwise, such as are used in advertising. We have been more than gratified at the results attained, and take great pleasure in testifying as much.

F. MIDDLETON & CO.

The Carpe .. ADV. MGR.

PHILADELPHIA, Sept. 1, 1898.

970. A. STANSON, TRANSPORT.

- ARMHART SHILLIAMS, GARL SHIPS. WILL C. PORTON, MICH. WING STR. DANS.



Chicago, Sept 9-1898 Cristers Anh. Pem York

Gentlemen -

The endosed little wite was found last might up in my deck, primed to your last issue of Printers I she It was feet then by my bother, and will show you what one person, who is in a position to judge the value of your valuable little instructor Thanking you in advance for the "drawouds I are Yours truly

Spalter June

(8 hings

MR. OSCAR E. BINNER, the well-known photo-engraver of Chicago, after reading a recent copy of Printers' Ink, left it on his brother's desk with a note pinned to it reading:

Walter—If you'd read this every week
and study it,
you'll wear diamonds.

Waller
Maller
My ymid read

this Eing nech

A study it ymel

man diannels-

Mr. Oscar E. Binner, the well-known photo-engraver of Chicago, after reading a recent copy of Printers' Ink, left it on his brother's desk with a note pinned to it reading:

Walter—If you'd read this every week
and study it,
you'll wear diamonds.

READY-MADE ADVERTISEMENTS.

Edited by Wolstan Dixey.

Readers of Printers' like are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

The originator of the Bumble ad which appeared last week writes me that he was very much pleased with my comments on it and all he fears now is what Adam Faker may have to say about it in the columns of one of PRINTERS'INK'S worst-behaved babies. But I say one of the best rules in advertising, as in every other business, is to attend to your own affairs with all your might and don't worry about the other fellow.

* *

The editor of the News-Republican, of Kenton, Ohio, seems to feel a little sore yet about my criticism on the ads in his paper some time ago and sends me another copy of the Republican with a request for my "honest opinion whether or not the ads are so awful."

I never give anything but my honest opinion anyway. I've forgotten what I have said about them, but if I said they were awful that is what I thought. I can just as honestly say there are some very good ones among those he sends me this time—both bright and business-like.

Here is one of them:

The average father is afraid his daughter

Will Not Marry The Right Man

and the average mother is afraid her daughter will not "catch on" at all. But just give the girl a little time and when she sees how cheap lumber and building material is being sold by the Robinson-Gage Lumber Co. she will "have ideas of her own." She will come to the simple conclusion that they can well afford a home of their own, even if her future husband doesn't have much money. A great many new homes have been built since we started in the lumber business. Can't we help you build a new home? No use to pay rent when we are selling lumber and building material at such low prices.

The Hartford Globe Company sends me a batch of ads and asks, "Are they good, bad or indifferent?" I think most of them are pretty good. Possibly one or two are not remarkable, but there is not what I call a bad one in the lot. Here are one or two of them:

In Time of S

Prepare to fight the bitter of cold of winter. In order to do this, your furnace must be in good condition. If it is not, then the fault is yours, you should have had it looked over oby WMD. WEISELETa

Mark Twain

Says, "Be good and you will be lonesome." The great humorist evidently overlooked our place in his famous statement. Nothing but good people here, and they are never lonesome. If you want to while away a pleasant hour come where it's cool.

Regulation Bowling Alleys Always Open,

KROHER'S, Temple St.

Here is a good ad for a confectioner. Mr. Meintzer has been trying hard to get an opinion on his ads and also to find out the best way for an amateur to mark signs for show windows. He asks, "Is there anything in the way of a stencil that is neat in its work?"

I think this ad of his is a pretty fair one, though not in any way startling. There are combination stencils made with which he might produce some marking for window signs, but I do not think they are very neat or attractive. The best way would be to get an experienced marker who understands his business to do the work. A

whole chapter might be written on artistic window signs and even then it wouldn't teach anybody the natural taste and sense of proportion that is needed to do this work properly.

In Your Sunday Menu

have you included any of our warm weather dishes? Meintzer's famous ice cream is the only thing that makes life endurable on these sultry days. Housewives, see your husband's glad smile if you surprise him at dinner with a dish of our Harlequin Ice Cream. Others

Harlequin toe
if you prefer.
Meintzer's "Own Baking"—
loaf and assorted cakes—still
maintain the high standard of 8
excellence. Deliciousness unrivaled. Weddings and parties
catered for, Designs in varied
patterns.

MEINTZER'S,

Dover Street. - Easton, Md.

A Heading to Awaken Curiosity.

We Are Not

THROWING DIRT

in anybody's eyes when we do brag up our line of hot air furnaces. We are sincere in saying and believing that we have the best line of heaters and furnaces in the market. Where can you find anything to equal the Economy, the Carton, the Perfect, or 'Kline's Special? We guarantee them all to be the best and the lowest priced. Place your order now.

KLINE & CO.,

17 and 19 Market Square.

For a Life Insurance Agent.

If Your Partner Should Die

What shape would your business be left in? The proceeds of a policy in The Equitable Life Assurance Society have saved many a firm from ruin in settling up affairs after the death of a partner.

EDWARD A. WOODS, figr.

Tradesmen's Building.

AnOptical Pointer

On the books of this optical business are recorded up to yesterday something like 14,232 cases. Besides that number about 33 more people called, had their eyes examined and were refused glasses—told that medical treatment was needed.

When advice is asked and we examination is given we give it honestly. There are unscrupulous opticians who count all callers as so much grist to their mill and recommend glasses where very frequently their wearing is productive finjury!

We make no charge for examining and advising you as to what is exactly needed in your case.

R. HARRIS & CO.,

Cor. 7th and D Sts.

Cutlery.

Razors from 50c. up.

—and you can get any known make. The particular "star" of the assorment is our "Jubilee" Razor—the finest beard mower that ever touched the face of man. Everything for the self-shaver.

An Optical Ad.

Do You Read the Papers?

with ease and comfort, especially at night? If you are a bookkeeper, do your eyes hurt you when adding up the long columns of figures? If so, you need glasses. If your eyes hurt you while reading, come to us and we will carefully examine your eyes free of charge, prescribing for you the correct glasses.

For a Newspaper.

GRNWII

is the right kind of a medium in is the right kind of a medium in which to invest your advertising appropriation. The JOURNAL is a growing paper. Its circulation has doubled itself the part six months. The next six months will show continued gains.

Now is the time to decide whether you will increase your advertising in a rapidly grow-ing medium, in which there are no signs of dry rot, or whether you will continue to scatter your advertising in a half dozen papers and receive the usual scat-

tering and disappointing returns.
Remember that when you place an advertisement in The Journal that it is equivalent to placing the same advertisement in any other two evening papers in the State. THE JOURNAL'S circulation is a guaranteed circulation.

YOU AND YOUR

family will be happy this winter if you use a "Commander" furnace. Wouldn't it be better to have the work done now than put off till the last minute?

A Pertinent Newspaper Query.

The Royal Baking Powder, Shilling's Teas, Hostetter's Teas, Stomach Bitters, Scott's Emulsion, Cuticura Soap, etc., Hood's Sarsaparilla, Dr. etc., Hoo Williams' etc., Hood's Sarsaparilia, Dr. Williams' Pink Pills, Perry's Seeds and other good sellers have been advertised in

The Wood River Times

of Hailey, Idaho, for years-some of them continuously for some of them continuously for seventeen (r7) years. Cascarets, Syrup of Figs, etc., etc., have also been advertised in Tas Wood River Times, of Hailey, Idaho, for years.

THE WOOD RIVER TIMES.

(Daily and Weekly) HAILEY, - - - IDAHO. For a Real Estate Agent.

Owning Land

without a perfect chain of title is like walling on un-tried and thin ice—it may hold tried and thin ice—it may hold but the chances are, sooner or later, some one will get a good soaking.

My books cover every foot of ground in Clinton County, and I save you money on every Ab-stract of Title.

W. Z. DARR,

Court House, Plattsburg.

P. S.-Remember I represent the leading insurance companies

To Please Women.

"Honeymoon"

"Jack Frost"

"Dewey's Defender"

Every woman has a tender spot-with some it's cookingspot—with some it's cooking— good bread, cake or pastry is her hobby. There is a knack in good cooking, but poor flour is to blame for most of the awful is to blame for most of the awful failures. Good flour helps the cook—is reliable. For instance, "Honeymoon" (10,000 pounds sold every month in Platisburg) never goes back on the cook and every sack is warranted. Your money back if it don't suit you to a dot. Never had a sack returned. If you've never tried a sack of "Honeymoon" try it next. Sold by

M. & A. FERNICH, Plattsburg.

OUTP I

And you will be if you buy it from us in beautiful Old Oak

Monthly Payments.

The prettiest home sites in the city; pure, healthy air, perfect drainage and electric cars.

M. R. LAIRD, HAYS BLDG. **************

How You Can Tell Your Own Story in Your Own Words.

Your statement or claim can be inserted in the next issue of the American Newspaper Directory for 50 cents per line, or in the four quarterly issues that appear in a year for \$2 a line, actual count.

No announcement accepted for less than \$1.

For a check with the order 5 per cent may be deducted in consideration of the advance payment, but for orders amounting to less than \$10, payment in advance is required because the amount is not sufficient to warrant opening an account and submitting to delays, expenses and losses incident to collection. On yearly orders 10 per cent may be deducted for advance payment.

The Directory sets forth, free of charge, the name of a paper, its politics or class, the year of establishment, the size, number of pages, editor's and publisher's name and its average circulation for a year preceding the date of a report, if a detailed statement is furnished with additions and division showing how the result was arrived at, all dated and signed by a person whose authority to make the statement is stated or apparent. Anything more, going to show the character and value of a paper, the Directory can not be responsible for, but such information possesses value to advertisers who consult the book and may be inserted on the publisher's authority preceded by the word "Advertisement."

Displayed advertisements may also be had in position on the same page or opposite the one where the description of the paper is given, the price of such displayed advertisements being \$25 for a quarter of a page in each issue of the Directory, or \$100 for the four issues that appear in a year. More space may be had at the same rate, viz., \$50 for half a page or \$100 for a whole page for one issue, or \$200 for a half page or \$400 for a full page in the four issues that appear in a year.

The American Newspaper Directory is the standard book of reference used by advertisers, and the information it contains is relied upon in placing advertising contracts that amount to

millions of dollars every year.

The Directory, in addition to its ordinary sales from day to day, has over fifteen hundred annual subscribers who are members of the American Newspaper Directory Confidential Information Bureau, the details of which are set forth on page following.

Advertising orders amounting to \$10 or more carry with them a free copy of the first edition of the book in which the advertisement appears, the book being delivered, carriage paid. A yearly advertisement amounting to \$40, or more, entitles the advertiser to receive free, carriage paid, each of the four volumes that appear within the year. Address orders to

American Newspaper Directory, No. 10 Spruce St, New York.

AMERICAN NEWSPAPER DIRECTORY CONFIDENTIAL INFORMATION BUREAU.

CONCERNING THE CHARACTER AND CIRCULATION OF NEWSPAPERS.

THE AMERICAN NEWSPAPER DIRECTORY is issued four times a year. Orders are solicited for an annual subscription covering the four issues (which appear on the first day of March, June, September and December) and a yearly subscription for PRINTERS' INK, a journal for advertisers, issued weekly. The price of an annual subscription is twenty-five dollars; and the subscriber becomes a member of The AMERICAN NEWSPAPER DIRECTORY Confidential Information Bureau, and in consideration of the payment of the sum of twenty-five dollars, strictly in advance, is entitled to the privilege of applying to the publishers of the Directory, at pleasure, for a confidential report concerning the circulation or character of any newspaper credited by the AMERICAN NEWSPAPER DIRECTORY with a circulation rating greater than 1,000 copies per issue. Such confidential reports will be supplied to subscribers whenever called for.

In dealing with newspapers and periodicals and paying them large sums for advertising it often appears essential to the advertiser to know about the stability, character, standing and present circulation of a particular publication under consideration. The information conveyed by a newspaper directory is necessarily brief and touches only upon well-defined lines. A timely knowledge of some important detail of the past, present and the probable future of a paper may occasionally prevent an unwarranted expenditure. What seems gold

on the surface is sometimes only gilding.

Among the list of subscribers to the American Newspaper Directory Confidential Information Bureau are the following well-known advertisers:

Royal Baking Powder Co., New York.
Proctor & Gamble Co., Cincinnati, O.
Wyckoff, Seamans & Benedict, New York.
Ripans Chemical Co., New York.
J. C. Ayer & Co., Lowell, Mass.
James Pyle & Sons, New York.
Hall & Ruckel, New York.
Sterling Remedy Co., Ind. Min. Springs, Ind.

THE AMERICAN NEWSPAPER DIRECTORY Confidential Information Bureau, with the more than thirty years' experience of its founders, and with the facilities at their command, is often in a position to tell about a specified publication just what an advertiser would very much like to know.

AMERICAN NEWSPAPER DIRECTORY AND PRINTERS' INK,
No. 10 Spruce St., New York.

Why a Publisher Should Be Glad to Tell His Own Story, in His Own Words, to the Users of the American Newspaper Directory.

Advertising to-day is not done on the basis of doing a favor to the publisher; it is looked upon as an investment that is expected to yield a profit. Careful thought and consideration is given to every paper before the judicious advertiser adds it to his list.

The standard aid and text-book of the advertiser to-day is the American Newspaper Directory. To that book he looks for clues to enable him to decide what points and papers he shall seek and which to avoid.

The catalogue description of the papers in the Directory is of necessity restricted to points that are susceptible of exact statement, all being given in compact form and with strict adherence to a plan. The circulation of a paper is given, but nothing is said about the character or how thoroughly the paper covers its field from an advertiser's standpoint; and yet this very information is wanted by the advertiser who uses the Directory, and at the very time when he is using the Directory.

For the publisher who has anything to tell that is worth driving into the advertiser's mind, the small paragraph in the Directory following the catalogue description is the most effective entering wedge.

Publishers' Announcements.

A publisher's announcement may have a place in the Directory in the column with and directly following the catalogue description of the paper, being set in type uniform with the letterpress, but preceded by the word advertisement. The charge for such an announcement is 50 cents a line for each issue or \$2 a line for a year. No announcement accepted for less than \$1. An order amounting to \$10 or more in any one issue of the Directory entitles the advertiser to a free copy of the Directory (price \$5), delivered carriage paid. A free copy of one issue of the Directory will be sent in consideration of a yearly advertisement amounting to \$10 or more for the year, provided the advertisement is paid for in advance—not otherwise.

Pictures of Buildings and Portraits.

finall pictures of newspaper buildings, or portraits of publishers, not exceeding an inch in longth or breadth, may appear with the catalogue description of a paper if desired. The charge for the insertion of these pictures is \$10 a year and such an order carries with it a rightito one free copy of the Directory (price \$5), carriage paid, if the amount of the order is paid in advance—not otherwise.

Displayed Advertisements.

A quarter-page display advertisement may have a place in letterpress portior of the Directory in a position on the same page with or opposite the description of the paper. The price for this space and position is \$55 for each issue or \$100 for the four issues appearing in a year; and the yearly advertiser is entitled to a free copy of each of the four issues of the Directory (price \$5 each) to be delivered to him carriage paid. Half pages and full pages are charged at the same rate. Half pages \$100, for each issue,

Discounts for Cash.

Five per cent may be deducted from prices named if copy of advertisement and check in full settlement accompany the order. Ten per cent may be deducted if payment in advance is sent for an entire year.

Orders amounting to less than \$10 can not be accepted unless paid for in advance, because the trouble, delay, expense of bookkeeping, making drafts, conducting correspondence, etc., are so frequently greater than the small amount of the charge warrants or compensates.

Address orders to

Publishers of the American Newspaper Directory, 10 Spruce Street, New York.

THE LAST DAY!

Plan of Publication of the December Edition of the

American Newspaper Directory for 1898.

All changes and corrections intended for the December edition of the AMERICAN NEWSPAPER DIRECTORY for 1898 should be sent to the Directory Office not later than October 15.

Advertisements will be taken till four days before the form for the partic-

ular portion is put to press.

Corrections are not likely to be made after October 15.

The forms go to press on the following dates, and are closed four days earlier:

Nov. 1. To and including California.

2.

3.

To and including Idaho
To and including Illinois.
To and including Illinois.
To and including Kentucky.
To and including Massachusetts.

To and including Minnesota.
To and including Nebraska.
To and including New York State.

Q.

To and including Ohio. II.

12. To and including Pennsylvania. To and including Tennessee.
To and including Washington.
To and including Ontario. 14. 15.

16.

Part II. (over 1,000 circulation). To and including Indiana.

18. Fart II. To and including Ohio.
19. Remainder of Part II., all of Part III. (Sunday Newspapers) and Part IV. (Class Publications), Religion, Religious Societies, Education, Household, Matrimonial, Music and Drama, Sporting, Temperance and Prohibition, Woman Suffrage, Dentistry, History and Biography, Law.

Nov. 21. Part IV. (concluded), Medicine and Surgery Numismatics, Philipping Control of the Control

lately and Antiques, Scientific Publications, Sanitation and Hygiene, Army and Navy, G. A. R. and Kindred Societies, Labor, Fraternal Organizations and Miscellaneous Societies, Agriculture, Live Stock and Kindred Industries; all other classes of Arts and Industries and Foreign

22. All sheets delivered at the bindery.

DEC. I. A copy of the Directory shipped to each subscriber.

Advertisements to go in the back of the book can be taken as late as

Address all communications to

EDITOR AMERICAN NEWSPAPER DIRECTORY, No. 10 SPRUCE STREET, NEW YORK.

The Last Day Is November 1, 1898.

Publishers who wish to have their most favorable circulation ratings appear in actual figures in the December edition of the American Newspaper Directory for 1898 should send their detailed statements of actual issues, duly signed and dated, in time so that they may reach the hands of the editor of the Directory not later than November 1st.

Statements should say how many copies were printed of each and every issue for a full year. The total number of copies during the year should be divided by the number of days of issue. The result will give the average issue. On receipt of such a true statement, signed and dated with a pen, by a person whose authority to make it is apparent or stated, the rating accorded the paper in the Directory will be in plain figures, in exact accordance with the statement, and for this service there is no charge.

Circulation figures always interest advertisers and a square, honest, unequivocal statement of actual facts in the American Newspaper Directory meets with much consideration. With many advertisers it is the rule not to do business with papers whose circulations are not stated in actual figures in the American Newspaper Directory.

Papers that have gained in circulation during the late war have the privilege of stating facts and figures in an advertisement in the catalogue portion of the Directory, to be published in a position immediately following the description of the paper. The cost of such announcement is 50 cents a line for each issue of the Directory, or \$2 per line per year. Display advertisements are also accepted at the rate of \$100 per page for each issue of the Directory or \$400 for a year; quarter and half pages pro rata. See terms on previous page.

Blank forms for circulation statements will be sent to any publisher who asks for them. Such a statement from every paper in America having more than 1,000 circulation is very much desired. Address

THE AMERICAN NEWSPAPER DIRECTORY, 10 Spruce St., New York.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of Printers' ink may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. Printers' ink "pays the freight."

Something I said a few weeks ago has greatly excited this young man. NORFOLK, Va., Aug. 25, 1898. Charles Austin Bates, care of PRINTERS'

INK, New York:
Siw—I can not refrain from replying to your "criticism" in this week's issue of PRINTERS'

In this week issue of Printers
Inx, of a letter you received from Fanny Tilmore Bristol, Milwaukee, Wis.
You say," the writer of this letter certainly
has no sense of humor," She very evidently
had no thought of being humorous when she nau to thought or being humorous when she addressed that letter to you. With her it was a case of dollars and cents. She asked for information which she thought you capable of furnishing. In reply she is openly insulted by your "criticism" (?)

Why didn't you admire her and the property of the propert

your "criticism" (?)
Why didn't you advise her to place a want ad in the Dry Goods Economist or the Pharmacentical Era i Why should she advertise in PRINTERS' INK? Where one dry goods merchant sees PRINTERS' INK fully a hundred see and read the Dry Goods Economist.
Yours, etc., G. Sydney Yrager, Adwriter for Watt, Rettew & Clay.
All I can say is that Mr. Yeager has

All I can say is that Mr. Yeager has even less sense of humor than Miss Bristol. His letter, like hers, answers itself.

Why should Miss Bristol, or anybody, put a want ad in the Dry Goods Economist or the Pharmaceutical Era, and all the rest of the equally good trade journals, when one ad in PRINT-ERS' INK would reach all who are interested in advertising matters in all the trades?

Buyers of goods are not satisfied with being told that the goods are the best. They are not satisfied with bare assertions. They want to know "why."

There is always some reason why the maker or seller of goods believes that his goods are more desirable than others in his line. There is always some reason why each man in business believes that he has a right to be in business. There is some reason why he thinks people should trade with him rather than with his competitors. Generalities won't do-he must come down to facts, or at least to what he thinks are facts.

Here in New York there are half a dozen stores, each of which claims to sell goods cheaper than the others. Some of them give reasonable reasons for their belief, and some give reasons that are very gauzy.

In the New York Journal for Sun-day, September 18th, R. H. Macy & Co. published a two column reading notice with the following heading:

FROM MANUFACTURER TO CONSUMER.

One Great Retail Concern Claims to Be Able to Make Low Prices Because of its Manufacturing Facilities.

THE GREAT FACTORIES OF R. H. MACY & CO.

Their Shibboleth is: "Cheaper Than Any Other Store, but for Cash Only"-Say They Are Satisfied With a Small Margin of Profit, and Have No Great Bookkeeping Expense and No Losses Through **Bad Accounts.**

The advertisement is illustrated with pictures of the various factories owned by R. H. Macy & Co., and begins as

There are many stores in New York, and all have their particular attractions. Some stores base their claims for patronage upon their beautiful buildings or their style and exclusive-ness. Each store, of course, puts forward as best it can the chief attraction which it pos-

R. H. Macy & Co. believe that the thing customers are most interested in is the prices at which the goods are sold, and not the magnificence of the shelving from which the goods are taken or daintiness of the words with which the figures are told.

They have for their attraction, and have had for their attraction for more than forty years, very low prices.

At these stores the rule, which knows no ex-At these stores the rule, which knows no exception, is that the prices must always be as low as possible. Ninety-nine times out of a hundred Macy's try to make their regular prices lower than other people's special prices, but if any other store cuts below their prices they in turn cut again, and still claim to be the lowest. R. H. Macy & Co. try to make it their business to be posted on the price of every article advertised or sold without advertisement by any of their competitors. They have for that purpose people trained to investigate, and thus protect themselves and their customers. You can safely trade there without shopping, for

can safely trade there without shopping, for

prices all along the line.

Every season as it passes sees Macy's stores with better facilities to serve you promptly and economically. To-day they have larger stocks, finer assortments than ever before, but chief of all, the attractions of their stores are their low

When you ask why they can afford to always when you ask why they can afford to always sell so very low, they point you to their great factories. They manufacture a large part of their goods, and thus you have no middleman's profits to pay when buying there. They can thus sell their goods at retail at the prices which mostly prevail at wholesale.

After this working the control of the control

After this preliminary talk the two columns are divided into paragraphs numbered from one to eighteen. Each is a repetition of the first one which I reprint, except that each one applies to a different line of goods and a different factory.

Reason One why R. H. Macy & Co. claim to sell cheaper than any other house is because they have a glassware factory in Stein Schonau, Bohemia, where table glass, as well as fancy glassware of every description, is made. Bohemia glass rivals in beauty the exquisite creations of the ancient glass workers. They claim to be the only retail dry goods house having these goods from their own works.

I look upon this reading notice as

I look upon this reading notice as one of the best advertisements that it is possible for Macy & Co. to print. It gives good tangible reasons "why" Macy's ought to be in a position to substantiate their claim of selling at lower prices than any one else.

The ad could have been made even stronger, I think, by more clearly emphasizing the ownership of the factories. One reader of this ad said to

"Do you suppose they really own those factories or do they simply have an arrangement with the real owners?"

Macy & Co. should have taken an additional column of space to tell something about each of the factories, when each one was started, and something of the reasons for starting it.

The question "why?" is in every one's mind. The more definitely and completely it can be answered the

better for the advertiser.

If a man expects to sell goods nowadays he must be able to answer

convincingly.

A smoker is not going to be lured into the Pittsburg Stogie habit unless he can be given very convincing reasons for changing his smoke. The Stogie makers ask him to buy their goods, and he says "Why?" If they are not prepared to answer reasonably, definitely and completely he will keep right on smoking his old brand of somewhere. They are going to spend cigars or his briar. If they are able it in the store that best answers their to show him pretty clearly that he can question, " Why?"

they have shopped before you, and have cut get a more satisfactory smoke for the same money, or as good a smoke for less money than he is now paying, they are sure to get one order from him, and that is where advertising Whether or not he becomes a stops. permanent customer depends on the quality of the goods and the business management of the concern.



The other day I talked to a hardware man from Indiana. He has by far the best store in his place-the best store in his county or in several surrounding counties.

He wanted more trade than he had said he deserved more trade than he had-said there was in his county possible trade in his line double the

amount that he is getting.

I looked over his ads and told him that I could see no reason under the sun why anybody should ever buy anything in his store, told him that I didn't believe he deserved trade.

That stirred him up, and in five minutes he gave me more reasons "why" people should trade with him than he had given in his ads for a

year.

He hadn't told people "why." When he started to write an ad he was burdened with the idea that he was performing some sort of literary gymnastics, and that he must say something fine and star-spangled if he died in the attempt. As a matter of fact, he filled his ads with words that meant absolutely nothing; they told nothing about his store, they gave no idea of his reasons for expecting trade. They would fit any other store under the sun just as well as they would fit his store.

He didn't realize that the thing to do was to write the news of his busi-

Business news is as interesting to people as any other news. People really want to spend their money.

The man who receives his salary on Saturday generally doesn't have any money left by the next Thursday

People who receive quarterly incomes usually have to economize for a month before the income comes. They have spent the previous quarter's money long ago.

They are going to spend their money

following advertisement of Dorfling- silver buttons fastening her flowing er's Cut Glass. It is admirably dis- collar," or whether she fastens the flowplayed, and the idea of it is first rate, ing collar with "Hump" hooks and but it doesn't say "why" this glass is better than any other, or any more desirable in any way:

The Pride of the Class Closet.

Dorflinger's American Cut Glass easily identified by the trade-mark.

> C. DORFLINGER & SONS, 915 BROADWAY, NEW YORK.

An ad of the Gorham Company, tells "why" somewhat more distinctly.

Gorham Silverware For Wedding Gifts.

The Gorham Co., Silversmiths, have at their The Gorham Co., Silversmiths, have at their command the services of more highly trained and skilled silverworkers than any similar house in the worid; this fact, together with their model workshops, large capital and enormous output, enable them to offer Sterling Silverwares of the highest standard, in the greatest variety and at the most favorable prices. The productions for this season are now ready and will be found unusually attractive.

GORHAM MFG. CO.,

SILVERSMITHS,

BROADWAY AND 19TH STREET, NEW YORK.

The productions of the GORHAM Company, Silversmiths, may be identified by their imprints the lion, anchor and Gon each picee and they are to be had only of the representative jowelers, or at their own salesrooms.

And the ad of the Singer Manufacturing Company tells absolutely nothing about the Singer Sewing Machine.

SINGER NATL. COSTUME SERIES.

THE "DALKULLAN."

accompanying illustration is reproduced from a photograph by our agent at Stockholm, Sweden, and is the first of a series of similar subjects obtained by us in like manner to illustrate national costumes all over the world.

world.

The characteristic tall blonde of the northern races is typified in this instance by a "Dalkullan," or native of Dalarne, a mountainous interior district of Sweden, where the old fashions and costumes are still preserved.

The two great silver buttens fastening the flowing collar, the brooches at the throat and bow the battering and other invariance.

flowing collar, the brooches at the throat and bow, the belt clasp and other iewelry are silver heirlooms; the apron is homesput; in brilliant colors, similar to a Roman scarf. Sweden has given to us Jenny Lind, Neilson and other sweet singers. We send annually to her many thousand "American Singers," silent but use-

THE SINGER MANUFACTURING CO. Offices all over the world.

The average woman doesn't care the real business of the ad,

In McClure's for October I find the whether the tall blonde has "two great eyes. That hasn't anything to do with the ruffler, the tucker and the other jim-cracks that go along with the Singer sewing machine.

The woman who is going to buy a machine wants to know "why" the Singer will do her work quicker and easier than any other machine. national costumes of people she never heard of won't interest her.

Two pages further on in McClure's is an ad of the Oliver Typewriter.

The picture shows that the Oliver certainly is not handsome, but the solid type argument seems to indicate that it is good.

The border of the Smith Premier ad is made of four human eyes surrounding the following text:

Eyes of typewriting experts everywhere are watching the beautiful work of the improved

Smith Premier Typewriter.
All eyes are pleased with its even, clear-cut imprint. Art Catalogue on request to The Smith Premier Typewriter Co., Syracuse, N. Y., U. S. A.

The ad of the Yost Typewriter has a border of hands, and its text is like this:

All hands satisfied with the beautiful work of the Yost Typewriter. Yost Writing Machine Co., 61 Chambers street, New York; 50 chine Co., 61 Chambers str. Holborn Viaduct, London.

These two ads are on the same page, and both are remarkable for

their lack of information. I suppose that the people who pay the bills for the space think that they are advertising their machines, and perhaps they are. Certainly they are not getting one-tenth of the value of the space they are using. They are struggling to get some sort of a cute or catchy head-line or design for their ad, and they forget all about what the ad was really printed to do-to tell people "why" each particular machine should be purchased.

The first thing for an ad to do is to tell the facts about an article or a busi-The manner in which the ad is displayed, or the design that is to illustrate it, is surely a secondary consideration. A pretty or odd design is not always good advertising, and it may be very bad advertising if its use obscures or detracts in any way from

ONE EYE WITNESS IS BETTER THAN TEN HEARSAYS.

That our papers give results is not a matter of hearsay. Hundreds of eye witnesses (advertisers) testify to the fact that the way to get Results is to advertise in

Boyce's WEEKLIES

The monthly has a proved circulation of over 500,000 copies and the weeklies over 600,000; the rate per line in each is \$1.60, no discounts. Come and go as you please. Let your results determine the length of your contract.

YOURS FOR RESULTS,

W. D. BOYCE CO., Boyce Building, CHICAGO.

The NEW YORK JOURNAL

W. R. HEARST.



THE TOILERS

represent over 90 per cent of the purchasing population. They believe in and buy of the advertisers in that newspaper which stoutly, steadfastly and insistently fights for their rights and enlargement of their privileges.

They have brought the circulation of the JOURNAL up to the unprecedented figure of

DESIGNED

1,250,000 a day

